



The KW App

Part One: Customize Your Consumer Experience with the KW App

Instructions:

1. Use this guide to map out the steps your clients will take during the buying and selling process.
2. Print this guide for your seller process and again for your buyer process.
3. Go to agent.kw.com and log in. 
4. Go to go.kw.com/appsetup to set up your personalized app. 

BEFORE

To communicate with your clients, you first need to understand how people and transactions move through your business.

Use the space below to map the current flow of your business from **a buyer or seller lead up until the appointment.**

Example:

1. *Decide to sell your home.*



1. In which part of the transaction process do buyers and sellers need the most assistance or have the most questions?
2. What extra guidance can you provide to address those questions and concerns?

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DURING

What transactional milestones and customer service activities are important for your buyers and sellers once an Opportunity has been created in Command?

Use the space below to map the current flow of your business for **all stages of an Opportunity**.

Appointment:

Example:

1. Review the listing agreement.

Active:

Example:

1. Review offers.

Under Contract:

Example:

1. Home inspection.

Closed:

Example:

1. Close.



Consider:

1. In which part of the transaction process do buyers and sellers need the most assistance or have the most questions?
2. What extra guidance can you provide to address those questions and concerns?
3. Look at your listing presentation or buyer presentation. What transactional milestones do you want to include in your KW App Guide?

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AFTER

Consider what happens after a transaction closes. What do you want the client to see?

Use the space below to map the current flow of your business **after a transaction closes**.

Example:

1. Submit the signed closing disclosure to the Market Center.



Consider:

1. In which part of the transaction process do buyers and sellers need the most assistance or have the most questions?
2. What extra guidance can you provide to address those questions and concerns?

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