

# CULTURE IN ACTION

Keller Williams places great value in our culture, which we demonstrate through our behavior and actions.

## BEHAVIOR *The Standards for How We Behave*

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1. Being the best co-op associate possible; always respecting other associates
2. Doing the right thing without wanting to be recognized or acknowledged for it
3. Compliments others regularly
4. Being a part of the solution and not the problem in a Market Center
5. Taking the high road on confrontational issues or points of difference
6. Living up to the covenant if you are on the ALC
7. Representing the Market Center and the company in a positive way—always smiling at others in the Market Center regularly
8. Speaking without profanity
9. Avoiding disparaging remarks about anyone, especially associates who leave KW to join a competitor company—after all, many times they COME BACK
10. Considering the other person's viewpoint before responding
11. Being considerate of the Market Center staff
12. Honoring the policies and protocol of the Region regarding recruiting
13. In building a Market Center, never recruiting associates from another KW Market Center
14. In building a team, never recruiting associates from within your own Market Center without first discussing it with and receiving your Team Leader's prior approval
15. In building a team, never recruiting associates from any other KW Market Center without first discussing it with and receiving prior approval from BOTH Team Leaders and engaging in communication between BOTH rainmakers
16. In building an expansion network, never recruiting associates from any KW Market Center without discussing it with and receiving prior approval from BOTH Team Leaders (associate's primary location and expansion location)

## ACTIONS *What We Do*

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17. Making decisions that are right for the Market Center regardless of individual impact—there is no "I" in TEAM
18. Following the model
19. Not only learning but living the WI4C2TES
20. Putting God and your family first, and the business second
21. Understanding that the higher purpose of business is to give, share, and care
22. Taking a stand on an issue that may not be popular, but is RIGHT
23. Helping someone in the Market Center willingly and with a smile, even though you are busy
24. Committing to sharing knowledge in the Market Center through mentorship or teaching
25. Participating in RED Day annually and participating in community service locally, throughout the year
26. Committing to donating to KW Cares
27. Paying a struggling associate's fees anonymously
28. Handling a fellow associate's business when personal or family illness occurs
29. Paying a struggling associate's tuition to a class that may impact the associate's productivity
30. Staying home if you're having a bad day attitudinally
31. When lead generating expired listings NEVER be critical of any previous agent
32. Your social media posts should avoid controversial topics that are inappropriate for business
33. Responding to clients' calls and concerns in a timely manner
34. Committing a random act of kindness every day
35. Being willing to walk away from a transaction that compromises your principles
36. Paying your Market Center bills on time
37. Not looking for loopholes in Cap and Royalty payments
38. Building your level one Profit Share Tree to 15 as soon as possible
39. Being excited to build your downline by asking others, "Will you promise me that you will take my Team Leader's call?"
40. Implementing the Keller Williams productivity systems such as the Growth Initiative and Cap Management
41. Embracing new technology and Labs built by associates, for associates
42. Creating the budget you know you need for your business
43. Consistently lead generating for 3 hours per day
44. Using a monthly Profit and Loss Statement to analyze your real estate business
45. Hitting your monthly and annual production goals
46. Profitability in your personal real estate business
47. Listening—before you act
48. Earning—before you spend
49. Waiting—before you criticize
50. Trying—before you quit
51. Giving seven hugs a day
52. BE NICE! Kindness matters