myKW Cheat Sheet

VOLUME II

Scott Le Roy Marketing, LLC

support@scottleroymarketing.com

www.ScottLeRoyMarketing.com

Table of Contacts

Keller Williams APP

Find the KW APP Code/ URL on mykw.kw.com

1. Log in to mykw.kw.com
2. Click the + of myMarketing
3. Select Manage eAgentc Website
4. Select 4.0 and then 4.5
5. Click the Drop Down arrow to select your market center

App URL

Used to direct mobile and non-mobile users to download your app immediately

Text Code

Used to text that code to the number 87778 to receive the APP URL to download your app

Agent Code

Used for those who have downloaded the app and need to sync the app with your branding

Service Area

Changes the text on the KW App at the bottom to add a different area you service instead of the market center city and state (ex: Orlando, FL vs. Greater Orlando Area)

Download the APP (on your smartphone)

1. Find your app code from the above steps
2. Type in the app url in your smartphone's web browser
3. Select the DOWNLOAD NOW option at the top of the screen on the webpage
4. Download the app from the APP or PLAY STORE and enjoy

Update APP Information

1. Log in to mykw.kw.com
2. Click the + of myMarketing
3. Select Manage eAgentc website
4. Select 1.0 and then 1.2
5. Update the Email and Phone Number to update information on app. Click Save at the bottom.

myContacts

Find All Contacts

1. Log in to mykw.kw.com
2. Click the link under myContacts

Add a Contact

1. Log in to mykw.kw.com
2. Click the + of myContacts in the eEdge Control Panel
3. Select Add New Contacts
4. Add all information on the contact (must have first name, last name and either email or full address)
5. Click the save option at the bottom

Add a Group

1. Log in to mykw.kw.com
2. Click the link under myContacts
3. Hover over CONTACTS in the gray bar at the top
4. Select Manage Groups
5. Type in the name of the group you would like to add
6. Click the Save Button

Add a Contact to a Group

1. Log in to mykw.kw.com
2. Click the link under myContacts
3. Select the check box to the left hand side of the contact(s) you wish to add to the group (can only add 500 contacts to a group at a time)
4. Select the UPDATE CONTACTS option at the top next to SEARCH
5. Check the Group Membership option & select the group(s) you would like the contact added to
6. Click the UPDATE NOW option

Remove a Contact from a Group

1. Log in to mykw.kw.com
2. Click the link under myContacts
3. Select the check box to the left hand side of the contact(s) you with to remove from a group
4. Select the UPDATE CONTACTS option at the top next to SEARCH
5. Check the Group Membership option & click the Add to Groups drop down to select remove from groups
6. Select the group(s) you would like the contact removed from
7. Click the UPDATE NOW option

Export Contacts

1. Log in to mykw.kw.com
2. Click the link under myContacts
3. Hover over CONTACTS in the gray bar at the top
4. Select Import/ Export
5. Select EXPORT
6. Select the groups and status to export
7. Click the export option for a CSV (excel file) of your contacts

Import Contacts

1. Log into mykw.kw.com
2. Click the link under myContacts
3. Hover over CONTACTS in the gray bar at the top
4. Select Import/ Export
5. Select the file type to import (basic template is the main format, you may download that template to upload the contacts)
6. Select the status, group and type
7. Attach the CSV file
8. Click the upload option (please note that only 5,000 contacts can be imported at once)
9. Please wait 4-5 minutes for all contacts to show in myContacts

Search for Contacts

1. Log in to mykw.kw.com
2. Click the link under myContacts
3. Click the MORE SEARCH OPTIONS link under the search button
4. Select how you wish to search at the top
5. Click the SEARCH button
6. Click the RESET SEARCH option when completed to display all contacts

Change Contact Status

1. Log in to mykw.kw.com
2. Click the link under myContacts
3. Find the contact from the list below
4. Click the drop down option at the right for status

Update Contact Information After Adding Contact

1. Log in to mykw.kw.com
2. Click the link under myContacts
3. Find the contact to update and select their name

4. Click the EDIT option at the top left to edit
5. Edit their information
6. Click the SAVE option at the top left or bottom left to save

Delete Contact

1. Log in to mykw.kw.com
2. Click the link under myContacts
3. Click the check box next to the name of the contact you wish to delete
4. Click the Delete option at the top next to ADD / REMOVE GROUPS

Add Contact to Listing Alert

1. Log in to mykw.kw.com
2. Click the link under myContacts
3. Find the contact to set up on a listing alert
4. Click on the ACTIONS gear icon to the far right of their name
5. Select the LISTING ALERTS option to add a new one
6. Add the information for the contacts listing alert information (bed, bath, price range, area, etc)
7. Select the ADD/ SAVE option to save

Change Sorting of Contacts in myContacts

1. Log in to mykw.kw.com
2. Click the link under myContacts
3. Click the column that you wish to sort by
4. Click on the column again to reverse the order (A-Z, Z-A, Low-High, High-Low, Recent-Previously, Previously-Recent, etc)

Add Additional Columns in myContacts

1. Log in to mykw.kw.com
2. Click the link under myContacts
3. Scroll to the very bottom
4. Select the option at the bottom right to change the column types
5. Check the boxes of the columns to display
6. Click the save option to complete

What are the total amount of contacts we can have in our myContacts section?

15,000

myLeads

Find myLeads

1. Log in to mykw.kw.com
2. Click the link under myLeads

Change Lead Status

1. Log in to mykw.kw.com
2. Click the link under myLeads
3. Find the contact to update their status
4. Click on the drop down that displays the word LEAD
5. Select a different status to update

Add a Previously Added Contact to the myLeads section

1. Log in to mykw.kw.com
2. Click the link under myContacts
3. Find the contact to update
4. Select the status drop down for the contact
5. Select the LEAD option

Receive Text or Email Alerts on New Leads

1. Log in to mykw.kw.com
2. Click the link under myContacts
3. Click the "Hi, name" option at the top right and select MY ACCOUNT
4. Select ACTIVITY ALERTS on the left
5. Click the EDIT option at the bottom
6. Add in your cell phone number and/ or email address
7. Click the SAVE option at the bottom to update

What is myLeads?

myLeads are the culmination of new leads to your eEdge, eAgentc, Placester Wesbsite, KW Profile or the KW APP. These are new contacts that have sent over their information to your directly whether they were looking at listings or would like more information on the listings.

Will Leads Only Go to the myLeads Section?

Not at all. The myLeads section is meant for you to see new leads immediately. They will also be located in the myContacts section with the rest of your database.

myEmail

Find myEmail

1. Log in to mykw.kw.com
2. Click the link under myEmail

Send an email from myEmail

1. Log in to mykw.kw.com
2. Click the link under myEmail
3. Select the COMPOSE option at the top right
4. Compose the email
5. Add in contacts one at a time or click the red TO button at the top right to select from your myContacts database (recipients MUST be added to your contacts prior to sending the message)
6. Click the send option
   *If you have the pro account you may also schedule out the email to be sent on a different day

View Sent Email

1. Log in to mykw.kw.com
2. Click the link under myEmail (eEdge Messages)
3. Select SENT ITEMS neat the top

View Analytics of Sent Email

1. Log in to mykw.kw.com
2. Click the link under myEmail
3. Select SENT ITEMS near the top
4. Find the sent item
5. Select the STATS option on the right
   - SENT – Amount of contacts this piece was sent to
   - OPENED – Percentage of the contacts this piece was sent to that opened the email piece
   - CLICKED – Percentage of the contacts this piece was sent to that clicked on the email after opening it

View Emails Sent to a Contact

1. Log in to mykw.kw.com
2. Click the link under myContacts
3. Find the contact
4. Click on the name of the contact
5. Scroll to the bottom
6. Click the word EMAIL to display all sent and received emails

Send an image in your Email

1. Log in to mykw.kw.com
2. Click the + of myMarketing
3. Select Create Marketing Material
4. Select IMAGE MANAGER on the left hand side
5. Upload your image via the upload option at the top left
6. Locate your uploaded image and click on the name of it to preview
7. Right click on the preview image
8. Select copy image url (or destination url, picture url, etc)
9. Select the mail icon at the top right
10. Select Compose Email
11. Click the Image icon (mountains and moon)
12. Paste the url in the box and click ok
13. Add contacts, email signature and click Send

Change eEdge Email Signature

1. Log in to mykw.kw.com
2. Click the link under myEmail
3. Click the "Hi, name" option at the top and select EMAIL
4. Update the email signature
5. Click the save option

How many contacts can I email at one time?

Typically 2000 contacts at one time

What is the limit of monthly emails?

5000 emails per month (can be increased to 7,500 and then to 10,000 after that if you are a pro subscriber)

Can Contacts Unsubrscribe?

Yes. Each email will feature a safe unsubscribe option for the contacts to unsubscribe. If they have unsubscribed from emails, a mail icon with an x will be located next to their name in the myContacts section. If they unsubscribe this will only take them off of the email campaigns. You can still email them individually.

Need Space To Write Out Something New You Learned? Use The Space Below!

myMarketing

Find Marketing Material

1. Log into mykw.kw.com
2. Click the + of myMarketing
3. Select Create Marketing Material

Create a Marketing Piece

1. Log into mykw.kw.com
2. Click the + of myMarketing
3. Select Create Marketing Material
4. Hover over CREATE MARKETING in the light gray bar at the top
5. Select DESIGN LIBRARY
6. Click the SEARCH option on the left to display all marketing pieces
7. Search for the marketing piece to edit
8. Click on the image of the piece
9. Select the PERSONALIZE option to personalize the piece
10. Click the SAVE option at the top left to save the piece to My Saved Designs
11. Click the EXIT option to leave the editor

Find Saved Designs

1. Log into mykw.kw.com
2. Click the + of myMarketing
3. Select Create Marketing Material
4. Hover over CREATE MARKETING in the light gray bar near the top
5. Select SAVED DESIGNS

Create an Email Marketing Campaign

1. Log into mykw.kw.com
2. Click the + of myMarketing
3. Select Manage and Create Campaigns
4. Click the Create New Campaign button at the top right
5. Select the campaign you wish to create by clicking the red button on the right hand side
6. Go through Steps 1 – 4 to edit
7. Click the Activate Campaign now option in Step 4

View Saved Campaigns

1. Log into mykw.kw.com
2. Click the + of myMarketing
3. Select Manage and Create Campaigns
4. Click the drop down arrow at the top left to view Active, Inactive, New/Paused and Completed

Send Marketing Piece as an Email

1. Log in to mykw.kw.com
2. Click the + of myMarketing
3. Select Create Marketing Material
4. Hover over CREATE MARKETING in the gray near the top
5. Select DESIGN LIBRARY
6. Select the EMAIL ONLY option on the left and click search
7. Click on the image of the design to edit
8. Click the Personalize option to personalize
9. Click the SAVE option at the top left to save the piece once completed
10. Click the EXIT option
11. Click the Compose Email option on the next page to send the email

Update Information that Auto-populates on Marketing Material

1. Log in to mykw.kw.com
2. Click the link under myMarketing
3. Click the "Hi, name" option at the top and select MY ACCOUNT
4. Scroll down to select the red EDIT button on the top left hand side
5. Edit the phone numbers, marketing email, marketing website, office address and app url
6. Scroll down or up to click the SAVE option where the edit button was
7. Scroll to the very bottom to add in your headshot and logo under the marketing image/ marketing logo section

Add Social Media Links to Marketing Emails

1. Log in to mykw.kw.com
2. Click the link under myMarketing
3. Click the "Hi, name" option at the top and select MY ACCOUNT
4. Scroll down to the social media section
5. Select the ADD option to add a new social media profile
6. Repeat step 5 for each social media profile to add

Are Marketing Pieces Free To Create And Send?

Yes. All Marketing pieces are free to create as an associate of Keller Williams. All emails are free to send, but direct mail pieces will cost you to send out if you choose to do so through the eEdge system.

myTranscations (DotLoop)

Find myTransactions (DotLoop)

1. Log in to mykw.kw.com
2. Click the link under myTransactions

Create a Loop

1. Log in to mykw.kw.com
2. Click the link under myTransactions
3. Select the big red + if in the grid view or select the add new loop option at the top right if in the list view

Add a Contact to the Loop

1. Log in to mykw.kw.com
2. Click the link under myTranscations
3. Select the created loop
4. Scroll down to the people section
5. Click the ADD PERSON option
6. Add the contacts first name, last name, email address, and phone number
7. Click the save option

Add a Template Document to the Loop

1. Log in to mykw.kw.com
2. Click the link under myTransactions
3. Select the created loop
4. Click on the ADD DOCUMENT option in the documents section
5. Select TEMPLATES
6. Search the templates for the document(s) you need
7. Check the box to the left hand side of each document you are looking to add to the loop
8. Click the Add option

Add PDF Documents to the Loop (PLEASE USE GOOGLE CHROME)

1. Log in to mykw.kw.com
2. Click the link under myTransactions
3. Select the created loop
4. Click on the ADD DOCUMENT option in the documents section
5. Select COMPUTER
6. Locate your document on your computer and click the upload option

Share Document with Contacts

1. Log in to mykw.kw.com
2. Click the link under myTransactions
3. Select the created loop
4. Click on the document created to share
5. Select the SHARE option at the top right
6. Add in the people to share, or if they are already in the PEOPLE section, click on the check box next to their name
7. Change their viewing status on how they should interact with this document
8. Click the SHARE option

Submit Loop for Review

1. Log in to mykw.kw.com
2. Click the link under myTransactions
3. Select the created loop
4. Click the SUBMIT FOR REVIEW option at the top right
5. Select the folder(s) to submit for review
6. Add in what type of folder you are submitting
7. Add in comments if necessary
8. Click the Submit option

Submit Loop to a Greensheet

1. Log in to mykw.kw.com
2. Click the link under myTranscations
3. Select the created loop
4. Click the VIEW DETAILS link at the top left
5. Click the SUBMIT TO GREENSHEET option at the top right
6. Allow for pop ups on your screen if your pop up blocker is turned on

Autopopulate Loop Templates with Information on the Buyer/ Seller

1. Log in to mykw.kw.com
2. Click the link under myTranscations
3. Select the created loop
4. Click the VIEW DETAILS link at the top left
5. Edit all details possible
6. Click the save option at the very bottom

Download/ Print Completed Documents from Loop

1. Log in to mykw.kw.com
2. Click the link under myTransactions

3. Select the created loop
4. Click on the document to download/ print
5. Select the options button to the left of SHARE
6. Select download or print to download a PDF or print the document from your computer

Change Your DotLoop Email

1. Log in to mykw.kw.com
2. Click the link under myTransactions
3. Hover over the person icon at the top right
4. Select the MY ACCOUNT option
5. Select Settings on the left hand side
6. Scroll to the bottom to update the email address

Update Name and Initials in DotLoop

1. Log in to mykw.kw.com
2. Click the link under myTransactions
3. Hover over the person icon at the top right
4. Select the MY ACCOUNT option
5. Update your name and initials for signature purposes
6. Click the SAVE option at the bottom to update

What is DotLoop?

DotLoop is the online transactions company that Keller Williams utilize for all online contracts. Much like writing out the contracts with a pen and paper, you may now type them out and send them electronically via email. For Support request, please contact 513-257-0558.

Who Can See My Loops?

You are able to add any one to the loops that you would like. In the beginning, only ADMINS in the market center can see your loops for compliance reasons. When you would like to share a loop with a buyer, seller, vendor, etc, please follow the share steps above.

Can I access DotLoop outside of mykw.kw.com?

Yes. To access DotLoop, please visit DotLoop.com and enter your email address and password associated with your DotLoop account.

eEdge Website

Find the eEdge Website

1. Log in to mykw.kw.com
2. Click the + of myMarketing
3. Select Manage eEdge Website
4. Locate your address bar to see the eEdge website domain (______.kwrealty.com or a custom domain for pro users)

Edit the Homepage

1. Log in to mykw.kw.com
2. Click the + of myMarketing
3. Select Manage eEdge Website
4. Select PAGES on the left
5. Select the drop down menu and click on HOME
6. Click the save option

Edit the Sell Page

1. Log in to mykw.kw.com
2. Click the + of myMarketing
3. Select Manage eEdge Website
4. Select PAGES on the left
5. Select the drop down menu and click on SELL
6. Click the save option

Update the Website Images

1. Log in to mykw.kw.com
2. Click the + of myMarketing
3. Select Manage eEdge Website
4. Click SITE IMAGES on the left
5. Select the EDIT or ADD red button to update each image
6. Choose from the templates provided, or browse for your own images from the instructions at the top right
7. Select the save option

Update Communities Served

1. Log in to mykw.kw.com
2. Click the + of myMarketing
3. Select Manage eEdge Website

4. Select COMMUNITIES SERVED on the left
5. Click the ADD communities button
6. Add in the name of the community
7. Add in a zip code or name of the area one at a time
8. Click the blue link that will pop up after you add in the zip code or name
9. Add in Descriptive Text, Map Location, SEO Title and Description
10. Click the SAVE option at the bottom left

Update Previously Saved Communities Served

1. Log in to mykw.kw.com
2. Click the + of myMarketing
3. Select Manage eEdge Website
4. Select COMMUNITIES SERVED on the left
5. Click the pencil and paper icon to the right of the community to update
6. Update the information
7. Click the save option at the bottom

Edit the About Page

1. Log in to mykw.kw.com
2. Click the + of myMarketing
3. Select Manage eEdge Website
4. Select PAGES on the left
5. Select ABOUT from the drop down menu
6. Update the page and click the save option

Add a Custom Page

1. Log in to mykw.kw.com
2. Click the + of myMarketing
3. Select Manage eEdge Website
4. Select the PAGES option on the left
5. Click the Custom Page Option
6. Add a Title and Click Save
7. Add the information for the custom page and click save

Change Your Website Template

1. Log in to mykw.kw.com
2. Click the + of myMarketing
3. Select Manage eEdge Website
4. Select THEME on the left (may already be selected)
5. Find the template you like
6. Select the SAVE option to active

7. Select SITE IMAGES on the left to update site images for the new template

Do We Have to Use our eEdge Website?

No. Both the eEdge, Placester and eAgentc website are included in your technology fees each month to Keller Williams. You are not obligated to utilize these websites, but have the option of using either or both if you choose to.

What is the Difference between the Three Websites?

eEdge Website – This is the Market Leader website. It is thought to be the buyer website as it is modern/ clean looking and its main purpose is for searching for properties. You cannot customize this website as much, but it is relatively easy to navigate for clients and leads to utilize.

Placester Website – New website provided by Keller Williams and Placester. Allows for greater SEO and mobile responsiveness. We would highly suggest using this website as this is the website of the future for KW Agents.

eAgentc Website – Additional website from Keller Williams. Slated to retire very soon. We may suggest steering clear of this site in favor of the Placester website.

Can I Forward my eEdge Website Domain to Another Website?

No. The eEdge website domain is solely tied to the eEdge website.

Can I Have a Custom Domain Name Instead of _________.kwrealty.com?

The Pro account with eEdge will allow you to have a custom domain and a custom eEdge email address tied to that domain. Without the pro account, you can only forward a custom domain over to your eEdge website.

Is There a Support Number For eEdge?

Yes. Market Leader is the company that has helped to create the eEdge back office. Their support phone number is 1-877-450-0088 or you may email them at support@marketleader.com

eAgentc Website

Find the eAgentc Website

1. Log in to mykw.kw.com
2. Click the + of myMarketing
3. Select Manage eAgentc Website
4. Click the PREVIEW button on the left to preview further

Change the eAgentc Template

1. Log in to mykw.kw.com
2. Click the + of myMarketing
3. Select Manage eAgentc Website
4. Select 2.0 and then 2.1
5. Select the template you prefer to use by clicking the dot button

Change the Color Scheme of the Website

1. Log in to mykw.kw.com
2. Click the + of myMarketing
3. Select Manage eAgentc Website
4. Select 2.0 and then 2.2
5. Update the color scheme and click save

Update the Focus Boxes

1. Log in to mykw.kw.com
2. Click the + of myMarketing
3. Select Manage eAgentc Website
4. Select 2.0 and then 2.3
5. Add a new focus box or update the current ones in the second tab
6. Select the focus box layout on the website under the third tab

Update the eAgentc Website Subdomain (____________.yourkwagent.com)

1. Log in to mykw.kw.com
2. Click the + of myMarketing
3. Select Manage eAgentc Website
4. Select 2.0 and then 2.4
5. Under HOSTING change the subdomain
6. Click the SAVE option at the bottom to update

Edit the eAgentc Home Page

1. Log in to mykw.kw.com
2. Click the + of myMarketing
3. Select Manage eAgentc Website
4. Select 1.0 and then 1.5
5. Edit the home page text and click the save option

Edit the eAgentc About Page

1. Log in to mykw.kw.com
2. Click the + of myMarketing
3. Select Manage eAgentc Website
4. Select 1.0 and then 1.4
5. Update the About Page and click the save option

Add a New Page

1. Log in to mykw.kw.com
2. Click the + of myMarketing
3. Select Manage eAgentc Website
4. Select 3.0 and then 3.7
5. Select the option to create a new page
6. Create the new page and click the save option

Change the Menu Order

1. Log in to mykw.kw.com
2. Click the + of myMarketing
3. Select Manage eAgentc Website
4. Select 3.0 and then 3.1
5. Click on the option at the bottom left to switch to advanced navigation
6. Select the second tab to edit the menu order
7. Click the up and down arrows to rearrange the menu

Does the eAgentc Website have a Support Line?

Yes. Keller Williams Support will be able to help with any issues occurring to this site. To contact them, please call 512-306-7191 or email support@kw.com.

Placester Website

Find the KW Website (Powered by Placester)

1. Log in to myKW.kw.com
2. Hover over Technology in the Black at the top right
3. Select KW WEBSITES
4. Select the GO TO MY WEBSITE button below to access your website backend

Change the Placester Site Theme

1. Log in to myKW.kw.com
2. Hover over Technology in the Black at the top right
3. Select KW WEBSITES
4. Select the GO TO MY WEBSITE button below to access your new website
5. Select the VIEW DETAILS option to the right of your new website
6. Select the THEME SELECTION option to edit further (Please note: MADISON and MADISON METRO are the main KW branded site themes)
7. Click save at the bottom once completed

Edit the Slideshow

1. Log in to myKW.kw.com
2. Hover over Technology in the Black at the top right
3. Select KW WEBSITES
4. Select the GO TO MY WEBSITE button below to access your new website
5. Select the VIEW DETAILS option to the right of your new website
6. Select SLIDESHOW under Site Design
7. Select the preset template you would like to use, or click the + at the top left to create your own
8. Click save at the bottom once completed

*** The appropriate size for Slideshow Images is 1600 x 660

Add Certifications to your Website

1. Log in to myKW.kw.com
2. Hover over Technology in the Black at the top right
3. Select KW WEBSITES
4. Select the GO TO MY WEBSITE button below to access your new website
5. Select the VIEW DETAILS option to the right of your new website
6. Select CERTIFICATIONS under Site Design
7. Click on the Certification you would like to display (you may select up to 6 certifications)
8. Click save at the bottom once completed

Add Social Media Links to your Website

1. Log in to myKW.kw.com
2. Hover over Technology in the Black at the top right
3. Select KW WEBSITES
4. Select the GO TO MY WEBSITE button below to access your new website
5. Select the VIEW DETAILS option to the right of your new website
6. Select the SOCIAL NETWORKS under Site Design
7. Type in the ending of your social media profile url as requested (i.e. facebook.com/scottleroymarketing would just be scottleroymarketing for the Facebook section)
8. Click save at the bottom once completed

Change the Menu on your Website

1. Log in to myKW.kw.com
2. Hover over Technology in the Black at the top right
3. Select KW WEBSITES
4. Select the GO TO MY WEBSITE button below to access your new website
5. Select the VIEW DETAILS option to the right of your new website
6. Select the MENU option under Site Design
7. Hold down your cursor on the page name to move
8. Move the menu page up and down to reorganize the menu
9. Position the menu page on top of another page to create a "sub-menu"
10. Click save at the bottom once completed

***Would you like a custom link on your website to feature your app? Visit www.scottleroymarketing.com/support/app-menu to have this setup for you

Add a Custom URL to your Website Menu

1. Log in to myKW.kw.com
2. Hover over Technology in the Black at the top right
3. Select KW WEBSITES
4. Select the GO TO MY WEBSITE button below to access your new website
5. Select the VIEW DETAILS option to the right of your new website
6. Select the MENU option under Site Design
7. Click the drop down option next to the ADD button and select CUSTOM URL
8. Click the ADD button
9. Type in the name you would like displayed on the menu in the LABEL section
10. Type in the full URL (including http://) in the URL section
11. Click save at the bottom once completed

Add your Name, Email, Phone, Headshot and Logo to your Website

1. Log in to myKW.kw.com
2. Hover over Technology in the Black at the top right
3. Select KW WEBSITES
4. Select the GO TO MY WEBSITE button below to access your new website
5. Select the VIEW DETAILS option to the right of your new website
6. Select the SITE INFO option under Site Design
7. Update your Name, Email, Phone, Headshot and Logo
8. Click save at the bottom once completed

Change Lead Capture Settings on your Website

1. Log in to myKW.kw.com
2. Hover over Technology in the Black at the top right
3. Select KW WEBSITES
4. Select the GO TO MY WEBSITE button below to access your new website
5. Select the VIEW DETAILS option to the right of your new website
6. Select the LEAD CAPTURE option under More
7. Select Passive or Aggressive for the Lead Capture options (passive will allow viewers to view the site without a lead capture form, aggressive will ask for it when viewing properties)
8. Click save at the bottom once completed

Forward New Leads from your Website to Multiple Email Addresses

1. Log in to myKW.kw.com
2. Hover over Technology in the Black at the top right
3. Select KW WEBSITES
4. Select the GO TO MY WEBSITE button below to access your new website
5. Select the VIEW DETAILS option to the right of your new website
6. Select the LEAD CAPTURE option under More
7. Scroll down to view LEAD FORWARDING
8. Add in multiple email addresses with a comma (,) between each email to receive the lead capture email
9. Click save at the bottom once completed

Add a Custom Domain to your Website

1. Log in to myKW.kw.com
2. Hover over Technology in the Black at the top right
3. Select KW WEBSITES
4. Select the GO TO MY WEBSITE button below to access your new website
5. Select the VIEW DETAILS option to the right of your new website
6. Select CUSTOM DOMAIN under More
7. Type in your custom domain including the www. and click ADD DOMAIN
8. Select save at the bottom once completed
9. Select CUSTOM DOMAIN under More
10. Click the "step-by-step help articles" link on the right for step by step instructions on how to configure your domain further

Looking for help on this? Please go to www.scottleroymarketing.com/support/domain-forwarding

Create a Blog Post on your Website

1. Log in to myKW.kw.com
2. Hover over Technology in the Black at the top right
3. Select KW WEBSITES
4. Select the GO TO MY WEBSITE button below to access your new website
5. Select the VIEW DETAILS option to the right of your new website
6. Select BLOG POSTS underneath the site name
7. Select the + to the right of Posts
8. Add in your Title (title of your blog), Content (at least 300 words), Excerpt (small portion of the text viewers will read before they click the link to view the post) and Featured Image (main image of the blog that will display on the blog page)
9. Add Meta Title and Meta Description (This is the information that will display in search engines. Please keep the Meta Title to 55 characters or less and the Meta Description to 155 characters or less.)
10. Click save at the bottom once completed

Add Testimonials to your Website

1. Log in to myKW.kw.com
2. Hover over Technology in the Black at the top right
3. Select KW WEBSITES
4. Select the GO TO MY WEBSITE button below to access your new website
5. Select the VIEW DETAILS option to the right of your new website
6. Select TESTIMONIALS underneath the site name
7. Click the + to the right of Testimonials
8. Add the Title, Testimonial, Referrer, Referred Affiliation, Excerpt, Featured Image, Meta Title and Meta Description
9. Click save at the bottom once completed

KW Profile

Find the KW Profile Back Office

1. Log in to mykw.kw.com
2. Click the PROFILE link at the top left
3. Select EDIT under OTHER/ REFERRALS

What is Necessary to get up to 100%?

- Specialties
- Designation
- Service Areas
- Languages
- Referral Notes
- Headshot
- Name
- Login
- Address
- City
- State
- Zip
- Business Phone
- Mobile Phone
- Mobile Carrier
- Country
- Gender
- Salutation
- Bio
- Display URL (not required, but HIGHLY RECOMMENDED)
- Facebook
- Twitter
- Blog
- KW.com Profile Displayed

Where Does This Information Display?

This information will display on the kw.com white pages as well as the internal mykw.kw.com white pages. Not all information you input will display on the internet. To see the items that will display on the internet, please use your display url to view the profile further.

KW Email

Create a KW.com Email

1. Log in to mykw.kw.com
2. Hover over TECHNOLOGY in the black
3. Select KW EMAIL
4. Click the Sign Up Option
5. Select the email you would like (4-20 characters only)
6. Select the domain from the drop down arrow
7. Add in a password and confirm the password
8. Click the Submit option

Change the KW.com Email Password

1. Log in to mykw.kw.com
2. Hover over TECHNOLOGY in the black
3. Select KW EMAIL
4. Select the Update Forwarding option on the right hand side below Sign Up
5. Scroll down to select the New Password option
6. Type in your new password and confirm the password
7. Click the save option to update

Change your KW.com Email

1. Log in to mykw.kw.com
2. Hover over TECHNOLOGY in the black
3. Select KW EMAIL
4. Select the Update Forwarding option on the right hand side below Sign Up
5. Scroll to the very bottom to change the email
6. Select the email to change
7. Type in your new requested email
8. Click the submit option

(You will still keep the previous kw.com email as well. All emails to your previous kw.com email will now forward to the newly requested email upon approval.)

Forward Your KW.com Email

1. Go to gmail.com
2. Log in with your KW.com Email and Password
3. Click the GEAR icon at the top right
4. Select Settings
5. Select the Forwarding Tab at the top
6. Click the option to add new forwarding

7. Type in the email address to forward the kw.com email to
8. Click the save/ update option
9. Check the box to enable forwarding
10. Select how you wish for the email to display in the kw.com email inbox upon forwarding
11. Click the save option at the very bottom

Set Up KW.com Email Signature

1. Go to gmail.com
2. Log in with your KW.com Email and Password
3. Click the GEAR icon at the top right
4. Select Settings
5. Scroll down to the email signature section
6. Select the circle for the email signature field
7. Fill out the email signature field with your der\sired email signature
8. Scroll to the bottom and click save

Are we obligated to use our KW.com email?

Not at all. You are welcome to use this email address if you would like to as it is a part of the Keller Williams technology fees. Since it is linked up to the Gmail platform, it will run the exact same as if you were to utilize a @gmail.com account.

Do you receive any extra features with this account?

Yes. You receive all of the Google APPS that you would normally receive with a Gmail account (Drive, Docs, Calendar, Voice, etc), along with 30 GB of online storage instead of the normal 15 GB.

Can we use this on our phones?

Yes. Please look in to your phone's settings to add the KW.com email account like you would add a Gmail.com account.

Why do we have two email addresses?

At Keller Williams you will receive the KW.com email (Keller Williams email) and the eEdge email (@kwrealty.com or the @yourcustomdomain if you have the pro account). The eEdge email will be used at the least for email marketing from the eEdge system. The kw.com email is linked with Gmail for easier functionality. You are welcome to use either one for your business.

myKW Home Page Menu

What is the myKW Home Page Menu?

The myKW Home Page Menu is the black menu bar that is shown at the top of your mykw.kw.com account when you first log in. This menu allows you to navigate through your myKW back office with links to different resources.

myKW Logo

By clicking on the myKW logo in the top left hand corner, you can quickly be brought back to your mykw.kw.com home page.

Home Tab

1. Welcome New Associates – This tab is for agents who are new to KW. It provides a check list of what should be done during your first 100 days as a KW associate, as well as resources for getting started.
2. Agent Website Admin – This takes you to the editor for your eAgentc website (see section above called "eAgentc Website").
3. KW Commercial – Provides information about KW's commercial division.
4. KW GPS – This page is only available to agents who are part of the Global Property Specialist division.
5. KW Luxury Homes – Provides information about KW's luxury division.
6. Farm and Ranch – Provides information about KW's farm and ranch division.
7. KW Worldwide – Provides information about KW's worldwide division.
8. Mega Agent Expansion – Provides information on how mega agent teams can expand and grow.
9. KW Young Professionals – Provides information about the Keller Williams Young Professionals Division, which prepares the future leaders of Keller Williams to carry forth our company mission while preserving and strengthening our unique culture.

Education Tab

1. KWU Connect – This is the central location for all of KW's educational information, including webinars, class manuals, and more.
2. Keller Williams University – Redirects you to the KWU Connect home page.
3. KWU Faculty – Provides resources for individuals who teach KWU courses, such as Ignite, Win with Sellers, Win with Buyers, etc.
4. myTracker – Allows agents to track their daily 10/4 online (may need this for Ignite)
5. Industry Development – Provides agents with news about industry developments and growth.

Coaching Tab

1. Power Hour – Takes you to daily Power Hour videos, as well as information about the MAPS Coaching program.
2. Group Coaching – Provides you with information about KW's Group Coaching programs.
3. BOLD – Provides you with a schedule of when BOLD will be running across the country.
4. Individual Coaching – Provides you with information about KW's Individual Coaching programs.
5. Breakthrough Coaching – Provides you with information about KW's Breakthrough Coaching programs.
6. Mastery Coaching – Provides you with information about KW's Mastery Coaching programs.
7. Masterminds – Provides you with information about upcoming mastermind sessions, hosted by KW MAPS Coaching.
8. Mega Camp – Provides you with information about MEGA Camp, one of KW's yearly conventions, held in Austin, Texas.
9. Skills Camps – Provides you with information about KW's upcoming Coaching Skills Camp.
10. Agent to Agent Marketplace – Allows you to purchase different products for each of KW's events, such as scripts, presentations, postcards, etc.

Marketing Tab

1. Market My Business – Provides you with materials to market your business to buyers, sellers, sphere, and "Have Not Mets".
2. Press Releases – Provides Market Centers with customizable press releases that can be used for various events and happenings.
3. Social Media – Provides you with different resources about social media, including Facebook, Twitter, LinkedIn, and more.
4. Leadership Toolbox – Provides your Market Center's leadership team with powerful recruiting and retention resources.
5. Logos and Graphics – Allows you to access generic KW logos, as well as individual Market Center logos.
6. Business Basics – Provides you with customizable templates for your business stationary needs.

Technology Tab

1. eEdge Resources – Provides you with information and training for the eEdge system.
2. KW TeamLeads – Provides you with information on KW TeamLeads, a product that not only serves the needs of a team, but provides the ability to highly customize the experience for KW associates, all based upon the models of *The Millionaire Real Estate Agent*.
3. KW Mobile App Resources – Prompts you to download the KW Realty app, and provides you with app training.
4. KW Websites – Provides you with information and training on the new KW Agent Website, powered by Placester.
5. KWLS – Allows you to add new, and manage current listings, on the Keller Williams Listing System.
6. Greensheet – Allows you to access and complete Greensheets for your transactions.
7. KW Email – Allows you to sign up for and manage your KW.com email account.
8. Change Password – Allows you to change your password for mykw.kw.com.

9. Support and Answers – Takes you to the Keller Williams Support Center, which provides you with assistance on a variety of KW technology topics.
10. Goal Entry – Allows you to track your business goals.
11. Product Advisory Groups – Provides you with information about different KW advisory groups, which provide the KW Technology team with more targeted feedback and allows them to better accommodate the schedules of busy real estate leaders.
12. KW Google Apps Resources – Provides you with information about the different Google Apps that KW gives you to support your business.
13. KW Video – Provides you with information about KW Video.

Resources Tab

1. Awards Policy – Provides a breakdown of the Keller Williams International Awards Policy.
2. Culture – Provides information about the Keller Williams Culture.
3. IALC and PG Manual – Provides agents with information about the International Associate Leadership Council as well as the KW Policies and Guidelines Manual.
4. Strategic Alliances – Provides agents with information about KW's Strategic Alliances Division, whose goal is to support our Market Center to become the "full service" companies of choice with the full complement of services in order to support associates in serving their clients at the highest possible level through relationships in mortgage, title, etc.
5. Order AVA – Allows agents and leadership to order AVA questionnaires.
6. Order DISCs – Allows agents and leadership to order DISC questionnaires.
7. Profit Share 1099s/T4A – Provides agents with a profit share 1099/T4A record, if applicable.
8. Remembrance List – Allows agents and leadership to submit/read remembrance requests, as part of the KW Culture.
9. KW Wellness – Provides agents and leadership with an all-encompassing wellness plan, in hopes of helping them build careers worth having, businesses worth owning, and lives worth living.
10. 411 Tools – Provides agents with the 411 productivity tool, which reflects your top priorities and allows you to define your weekly, monthly, and annual goals.

Events Tab

1. Austin Events – Provides agents and leadership with information about events in Austin, Texas, which includes the KWRI Learning Center Training Schedule.
2. Family Reunion – Provides agents and leadership with information about Family Reunion, the real estate industry's most powerful training event.
3. Mega Camp – Provides agents and leadership with information about MEGA Camp, one of KW's annual training conventions.
4. RED Day – Provides agents and leadership with information about RED Day, KW's annual day of service.

Search Bar

Allows you to search for anything in your entire KW profile.

SUPPORT

Keller Williams Support

- **512-306-7191 option 0 / support@kw.com**

Market Leader / eEdge Support

- **1-877-450-0088 option 2 / support@marketleader.com**

DotLoop Support

- **513-257-0558 / support@dotloop.com**

Placester Support

- **1-800-728-8391 / support@placester.com**
-

Scott Le Roy Marketing

- **support@scottleroymarketing.com**

HELPFUL TRAINING CLASSES

myKW Academy 3 Hour Training

www.eEDGEACADEMY.com (12-3pm ET Every Tuesday)

www.SLMWEBINAR.com (Available 24/7 – Pre-Recorded)

myKW/ eEdge Tips (Available 24/7)

www.SLMTIPS.com

Advanced Classes, Placester 101, DotLoop 101 and Marketing Courses (available 24/7)

www.eEDGEACADEMY.com (1-2pm ET Every Friday)

www.SLMTRAINING.com (Available 24/7 – Pre-Recorded)