

The Dreamers, the Doers, and the Entrepreneurs



by Alisha McMillen

“We talk a lot about our special culture at Keller Williams Southwest (KWSW),” says Productivity Coach Israel Flores. “It’s a culture of education/training, support, planning, and most importantly, a family environment.”

All of these come into play with KWSW’s Productivity Coaching (PC) Program, designed to get foundation-building agents up and running quickly and focusing on increasing new transactions. “It’s a unique program within our office. We always have a go-to person to help. The program helps us retain our agents because we give them tools to teach them how to be successful business owners,” says Israel.

The PC Program provides:

1. Education and training – laying the foundation for day-to-day success when dealing with sellers, buyers and contracts
2. Supporting guidance – providing a mentor to guide agents throughout the entire process
3. Business planning – teaching agents how to set attainable goals and grow their business

Designed for new, existing, and even dual-career agents, the PC Program offers something for everyone. Israel says, “We offer group coaching, in person and over

Zoom, and one-on-one meetings that occur weekly or bi-weekly. Weekend and weeknight workshops are available to everyone, but are especially helpful for dual-career agents who may have a full-time job elsewhere. We also offer resources for agents with limited budgets – in-house items, like Canva Pro, marketing kits and lead generation tools.”

Verna Koleosho, KWSW’s Assistant Team Leader for Growth & Development, started as a dual-career agent, and says more agents are going this route. “We give them tools, technology, in-house marketing and support from a transaction coordinator...providing an accessible support system through the transaction and beyond. We help them reduce expenses and time, and increase potential income. A big challenge for agents is being able to withstand the pressure of the industry. Agents must have a business and growth mindset and must be able to have a business conversation. And, of course, the glue that holds everything together is a family vibe. KWSW’s culture is a huge differentiator between us and other brokerages.”

Verna helps recruit agents into the office. “We mirror and match new agents’ individual needs,” she says. “Even in a tricky market, there are many opportunities for those with good business skills. We recognize that for some agents, they don’t have an expense problem—most new agents have similar expenses...they have a revenue problem. We give them the tools to take action and fix that!”

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Keller Williams Southwest continues to be the leader in real estate services in Fort Bend and surrounding counties since 1991. We operate on the premise that if a company focuses all its resources on its agents and building their businesses, the agents, in turn, will build the company beyond all expectations. KWSW is home to more than 500 agents. Find out more about joining our office by visiting [KWSW.com/careers](https://www.kwsouthwest.com/careers).