Mastery
Mega
Achievement
Productivity
Systems

KW MAPS Coaching is a proud division of Keller Williams Realty, which is recognized as the largest real estate franchise across the globe by agent count and the #1 Training Company in the World by Training magazine.

KW MAPS Coaching offers award-winning programs designed for real estate professionals and business leaders committed to transforming their businesses and lives through education and coaching. It is the recipient of a Stevie Award for Sales Training and Coaching, and the first real estate company to receive a PRISM Award for Excellence in Coaching. It is the only coaching organization that coaches to the KW models and the Millionaire Real Estate Agent (MREA) systems.

Learn how Mastery Coaching changed the lives of these eight people.
What can Mastery Coaching do for you?

KW MAPS COACHING
CORNERSTONES

We believe the client is creative, resourceful, and whole.

We believe you must address the person as a whole (their entire life and keep them in production).

We believe the issues are from the client and their business.

We believe the relationship is one of partnership.

For more information, mapscoaching.kw.com/mastery or 800.784.6826.
Ashley Wilson
Raleigh, North Carolina
KW MAPS Client: 4+ Years

In September 2010, Ashley had never been in coaching. She took a leap of faith and joined KW MAPS Coaching to take her business to the next level.

Here’s what happened:

“"The biggest surprise from coaching has been working on my thinking, which has helped me become a better leader. To be a great client you have to be open to possibility.”

"In 2010-2011, we were still floundering, and then in 2011-2012, through my coaching with KW MAPS, we got really clear on our mission, values, and what we wanted our culture to be. Coaching helped create a culture, which became the game-changer. Our mission is to transform lives and create unforgettable client experiences through real estate.”
Matt Fetick
The Matt Fetick Realty Alliance
Kennett Square, Pennsylvania
KW MAPS Client: 8+ Years

Matt Fetick joined KW MAPS Coaching in October 2006. In 2013, while still actively involved with listings and leading his team, Matt made the decision to transform the role he played in his business. His goal was to be totally out of production by the end of 2014 and to simply lead his team to new growth.

Here's what happened:

2013

Matt's Role: Lead Generate, Listing Appointments, Negotiate Listing Contracts, Run and Problem Solve Transaction and Team Challenges

89 Matt's units
100 Team units
Total volume: $58 M

2014

Matt's Role: Recruit, Train, Lead, Motivate to Continue to Grow His U.S. Team, and Launch and Grow a London, England, Market Center

221 Team units
Total volume: $73.2 M

“Getting to this point was not without growth pains and there were a lot of things that led up to get to this point. Without the coaching, I was stuck in leading the team, and the coaching provided the platform or sounding board to work through the challenges to my leadership.”
Don Callahan

The Don Callahan Real Estate Group
Savannah, Georgia

KW MAPS Client: 4+ Years

In October of 2012, Don Callahan joined KW MAPS Coaching after “doing it his way” for the better part of 14 years. Through the systems and models, he learned how to run his business like a business and build his team. In just over 2 years, Don’s business has completely changed. He now leads a team of six, runs his own Mega Agent office, and is one of the top teams in his Market Center. It was the turning point in his career.

Here’s what happened:

Don’s 2015 goal is 186 transactions and at the time of this writing, he is on track for $42,000,000. To reach his goal, he hired an ISA and was surprised to find that training and leading people is now part of his role he enjoys most. You have to be teachable. The most impactful coaching call that changed his business was when he realized how personal and intimate his coach was in his business as a business partner.
CASE STUDY 4:  
Change Your Environment

“KW MAPS Coaching significantly changed our environment. It gave us a whole new strategy.”

Madalyn Suits/Nina Harris

The Suits Team  
Atlanta, Georgia

KW MAPS Client:  2+ Years

Madalyn Suits and Nina Harris joined KW MAPS Coaching in October 2012. Their team consists of one Executive Assistant and one Buyer Agent. Total expenses to operate their team are 30 percent yielding a net profit of approximately 70 percent. They are both mothers of active families. Madalyn has four children: 6-year-old twins, a 10-year-old and a 12-year-old. Nina has two children ages three and 6-years-old.

Here’s what happened:

The most interesting thing for them: “We didn’t know how fast it would work. For it to work for someone else, they have to simply apply it.”
Sarita Dua
The Sarita Dua Team
Portland, Oregon

KW MAPS Client: 4+ Years

Sarita joined KW MAPS Coaching in February 2011, which helped her build out an effective team and learn the power of leverage. She leveraged out paperwork and employed an innovative Buyer Showing Agent model to leverage working with buyers. Sarita and her family travel extensively, and each year, she has increased her business production by working more efficiently, and is able to take more and more time away from the office to travel with her family.

Here’s what happened:

In 2012, Sarita hired a Transaction Coordinator and she began to follow the KW Showing Assistant Model. “KW MAPS Coaching helped me grow my business so much faster. I didn’t have to ‘Sarita-ize’ it, I just had to follow the model. I can’t believe everyone doesn’t do it.”
CASE STUDY 6: Know Your End Dream

“Every time I get comfortable, my coach finds a way to make me uncomfortable.”

Tara & Peter Levinson
Edmond, Oklahoma
KW MAPS Client: 3+ Years

Tara and Peter Levinson joined KW MAPS Coaching in January 2012 with one assistant looking to grow an MREA team and break $1 million in Gross Commission Income. In 2014, Tara and Peter shattered the $1 million Gross Commission Income mark with a team of six Buyer Agents, five Administrative Staff, and one Listing Specialist.

Here’s what happened:

They were the first team in the entire state of Oklahoma to earn Triple Platinum. “KW MAPS Coaching works when you know your end dream.”
Acknowledgments

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Disclaimer: The numbers and information contained herein are believed to be the actual results and accounts of these KW MAPS Mastery Coaching Clients. This information was obtained from these clients, verified by their respective coaches, and substantiated with information transmitted monthly by their respective Market Centers to Keller Williams Realty International for the years indicated.

Additionally, a brief independent personal interview was conducted to further confirm the information contained herein. Accordingly, the information represented in this document is believed to be accurate to the best of our knowledge.

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