The KW Worldwide Application and Launch Process

**Introductory Phase: (0 to 60 days)**

- Initial inquiry via phone or email
- Introductory skype call – explain process and identify opportunity
- KW Opportunity Webinar to overview KW culture, models, systems, training, technology and marketing
- Attend Franchise Systems Orientation (monthly opportunity)
- Attend one or more of the following KW events:*  
  - Career Visioning (quarterly opportunity)  
  - Family Reunion (annual opportunity in Feb.)  
  - Mega Camp (annual opportunity in either August or Sept.)
- Begin assembling core group, including: investors, operating principals, regional leadership and regional team

**Application/Due Diligence Phase: (60 to 90 days)**

- Behavioral assessment completed for Regional Operating Principal
- Master Franchise Application submitted and reviewed
- Master License Agreement reviewed, approved and signed
- Fee paid

**Launch Phase: (90 to 120 days)**

- KW Worldwide customization process begins:  
  - Training adaptation consultations  
  - Marketing adaptation consultations  
  - Technology adaptation consultations
- Career Visioning process completed for regional core group
- Regional launch week training in Austin for core regional group
- Local launch processes initiated by master franchisee and KWW support team

*In our attempt to find the very best leaders for a Master Franchise, we may have several candidates from the same area going through our process and in attendance at any given Keller Williams event.*