

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:***
 - o Career Visioning (quarterly opportunity)
 - o Family Reunion (annual opportunity in Feb.)
 - o 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 assesment 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:
 - o Training adaptation consultations
 - o Marketing adaptation consultations
 - o 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.