

Keller Williams Realty

Attracting and Retaining Sales Talent Using the Power of Intranets

The Everett, Wash., office of Keller Williams Realty has used an intranet since early 2000 to help its sales agents and office staff keep track of documents, calendars and other frequently needed information.


Vicky Flick, the market center administrator, introduced the intranet to the Everett office, as she had done the previous year when she worked in Keller Williams's Bellevue, Wash., office. Flick managed all of the business functions and systems for the Everett facility. She says the office uses its intranet to provide agents with a single location where they can access the wide variety of documents and information that enable them to market themselves to prospective clients and market their clients' homes to interested buyers.



At both Washington offices, Keller Williams deployed intranets from Intranets.com, the world's largest provider of Web-based intranets.

“There are many different documents and materials that agents use on a regular basis, such as listing forms, sample letters, logos and customer presentations,” said Flick. “We keep all of this information on our intranet, so our people don't have to worry if the copy in their filing cabinet is the most up-to-date version of a given document.

“Our goal was to improve communication and establish a central place where people could find out what's going on. In our business, things change fast and a paper calendar, for example, goes out of date pretty quickly. With Intranets.com, we no longer need those old paper-based systems.”



And, according to Flick, an important benefit of improving communication is the agency's ability to build a strong base of sales talent.

"The intranet plays a big role in helping us attract and retain the best sales agents in the market. There's always so much going on in the office, including a lot of training sessions, that our intranet is the best way to keep everyone informed about the dates for training and other events, particularly when those dates change so frequently," she said.

Because real estate sales agents spend so much time meeting with clients ("They don't make money sitting around the office," said Flick), an intranet is an ideal way to deliver valuable news and information and help agents to keep in touch with each other. It also enables agents to access information from any Web-connected PC, or even a cellular phone or Palm PDA.

"The ability to share documents, keep track of everyone's calendar and access the member list are the most frequently used applications," she said. "In the future, I see even more use of the intranet, as we add elements such as contact information for all the vendors, lawyers, inspectors, banks and others that we need to stay in touch with."

Flick now serves as Market Center Administrator for the San Francisco office of Keller Williams, where she plans to introduce the benefits of Intranets.com. "This is a valuable tool that I don't want to work without."