




**WE LOOK FORWARD TO
PARTNERING WITH YOU!**

 319-423-4139

 VENDORS@KWLG.COM

 WWW.KWLG VENDORS.COM

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PARTNERSHIP OPPORTUNITIES

KW LEGACY GROUP
KELLERWILLIAMS.REALTY

GOLD ✨ \$1,500 PER YEAR

Includes:

- Shout out and **VENDOR SPOTLIGHT** via our heavily used internal social media platforms upon joining & Monthly on Keller Williams Legacy Group Midwest Public Page
- Title Sponsor for **2 STANDARD** events including the ability to attend and speak at one Stakeholder Meeting at no extra cost
- Sponsor for up to **5 1-3 HOUR CONTINUING EDUCATION** classes and ability to participate and speak at the class at no extra cost
- 2 tickets to attend **2 MAJOR EVENTS**
- Listed as a **GOLD SPONSOR** and invited to attend our Annual Vendor Fair (at no additional cost)
- First choice as a hole sponsor for our annual charity golf tournament in September (at an additional cost)
- First choice as sponsor for **Major Events** (at an additional cost)
- Featured in order of sponsorship on preferred vendor list on **MONTHLY PREFERRED VENDOR NEWSLETTER** emailed to 200 associates
- Automatic sponsor **10 times per year** on our **WEEKLY LEADERSHIP UPDATE NEWSLETTER** emailed to 200 associates

**PAYMENT OPTIONS INCLUDE:
FULL PAYMENT FOR THE
YEAR (10% DISCOUNT) OR
MONTHLY PAYMENTS USING ACH
BANK DRAFT FOR GOLD AND
SILVER, BRONZE CAN BE IN TWO
PAYMENTS**

SILVER \$1,000 PER YEAR

Includes:

- Shout out and **VENDOR SPOTLIGHT** via our heavily used internal social media platforms upon joining & Quarterly on Keller Williams Legacy Group Midwest Public Page
- Title Sponsor for **1 STANDARD** event including the ability to attend and speak at no extra cost
- Sponsor for up to **2 1-3 HOUR CONTINUING EDUCATION** classes and ability to participate and speak at the class at no extra cost
- 2 tickets to attend **1 MAJOR EVENT**
- Listed as a **SILVER SPONSOR** and invited to attend our Annual Vendor Fair (at additional cost)
- 2nd choice as sponsor for **Major Events** (at an additional cost)
- Featured in order of sponsorship on preferred vendor list on **MONTHLY PREFERRED VENDOR NEWSLETTER** emailed to 200 associates
- Automatic sponsor **3 times per year** on our **WEEKLY LEADERSHIP UPDATE NEWSLETTER** emailed to 200 associates

BRONZE \$350.00 PER YEAR

Includes:

- Shout out and **VENDOR SPOTLIGHT** via our heavily used internal social media platforms upon joining
- Listed as a **BRONZE SPONSOR** and invited to attend our Annual Vendor Fair (at additional cost)
- Priority choice as sponsor for **Major Events** (at an additional cost)
- Featured in order of sponsorship on preferred vendor list on **MONTHLY PREFERRED VENDOR NEWSLETTER** emailed to 200 associates
- Automatic sponsor **3 times per year** on our **WEEKLY LEADERSHIP UPDATE NEWSLETTER** emailed to 200 associates

WHAT ABOUT OUR EVENTS

KW LEGACY GROUP
KELLERWILLIAMS. REALTY

MAJOR EVENTS

Major events include:

- Awards Ceremony - 100 attendees
- Ninja Selling - 100 attendees
- RED Day - 75 attendees
- Preferred Vendor Fair & My Freed Life Training - 150 attendees
- Business Planning Clinic with Brandon Green - 100 attendees
- ALC Retreat - 25 attendees
- Capper Dinner - 25 attendees
- WinterFest Event - 200 attendees

STANDARD EVENTS

Standard events include:

- Monthly Stakeholder meeting and continuing education class to follow
- 1 Hour CEU Courses Weekly
- FIRE: Fast Track Into Real Estate
- Company-wide Cultural Events
- Weekly Newsletter
Communication to 200 agents
- Monthly Communication
Highlighting All Preferred Vendors with Contact Info to 200 agents



INDIVIDUAL EVENT SPONSOR PRICING

MAJOR EVENTS

Major events include: (number of sponsorships available)

- Awards Ceremony (3) - \$500.00
- Ninja Selling (4 days) (4)- \$1000.00
- RED Day - (2) \$350.00
- Preferred Vendor Fair - (2) \$1000.00 Title (35) \$100.00 Booth
- Golf Outing - (2) Drink Sponsors \$500.00 Lunch Sponsor (1) \$1000.00 Hole Sponsors (18) \$250.00
- Capper Dinner (1) - \$1,500
- Business Planning Happy Hour (2) - \$1000.00
- ALC Retreat (1) - \$2,500
- WinterFest Event Public (4) - \$500.00

STANDARD EVENTS

Standard events include:

- Monthly Stakeholder Meeting and continuing education class to follow - \$300.00 if not included in your tier
- 1 Hour CEU Courses Weekly
- FIRE: Fast Track Into Real Estate
- Company-wide Cultural Events
- Weekly Newsletter Communication to 200 agents
- Monthly Communication Highlighting All Preferred Vendors with Contact Info to 200 agents



MAJOR EVENT DETAILS

KW LEGACY GROUP
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AWARDS BANQUET - MARCH

Each year we celebrate the achievements of our agents with a day to recognize what they sold in the prior year with physical awards and lots of celebration! Each of our exclusive 3 sponsors will receive recognition on tables, brochures, and social media.

NINJA SELLING - APRIL

Larry Kendall authored the book Ninja Selling. We are bringing this nationally recognized course to Cedar Rapids! Agents from all local brokerages will be invited - this is not KWLG exclusive! The four exclusive sponsors will be recognized in pre-marketing for this event, materials, at tables, and on social media.

RED DAY - MAY

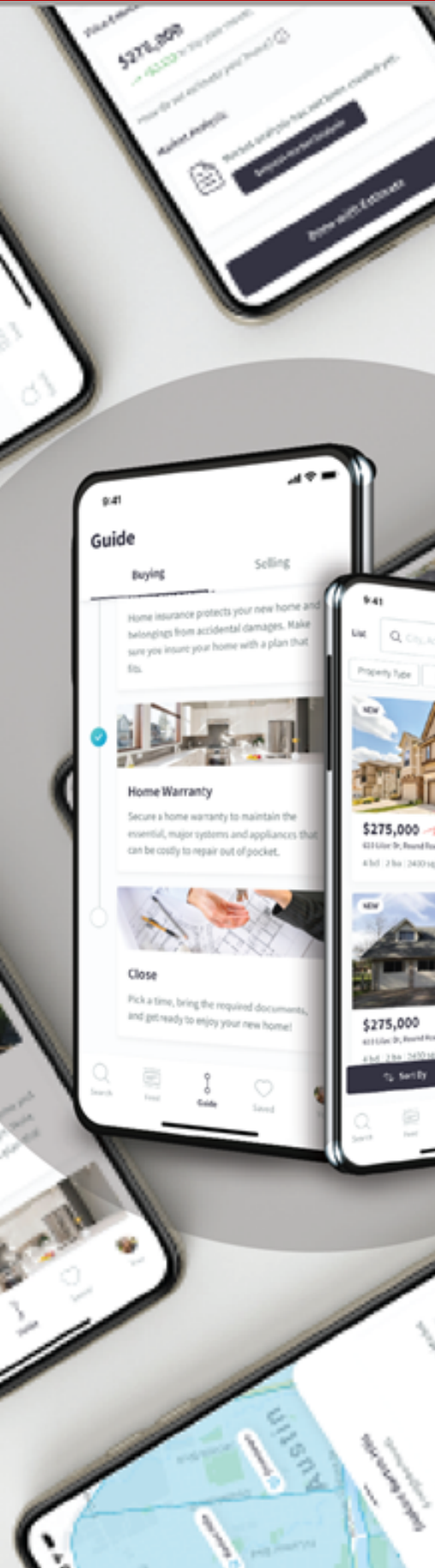
Every year, over 100,000 Keller Williams Associates around the world celebrate this day of giving where you live! Sponsors will be recognized on t-shirts and on social media.

PREFERRED VENDOR FAIR - JUNE

This is an opportunity for agents to connect with our vendors in a laid-back, casual, open house style event. We've got the tables, you bring your display materials and giveaway swag! Two title sponsors will get premium placement and custom banners, 25 additional preferred vendor spots available for vendor booths.

CAPPER DINNERS - SEPTEMBER

Our most successful agents in the Market Center will "cap" in a 12-month cycle. This means they met their minimum company dollar requirement and are now receiving 100% of their commissions. What a thing to celebrate! One exclusive sponsor will be recognized at the events in each market, on signage and on social media after the events.



MAJOR EVENT DETAILS

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GOLF OUTING - SEPTEMBER

An incredible fundraiser for non-profit organization we select each year, we welcome over 150 golfers and guests to join us this year at Hunter's Ridge Golf Course! Featuring a meal and silent auction we have a wonderful time interacting with our agents, vendors, and the public at this event. There are MANY opportunities to sponsor here and we hope you ALL will join us for this one!

BUSINESS PLANNING CLINIC - OCTOBER

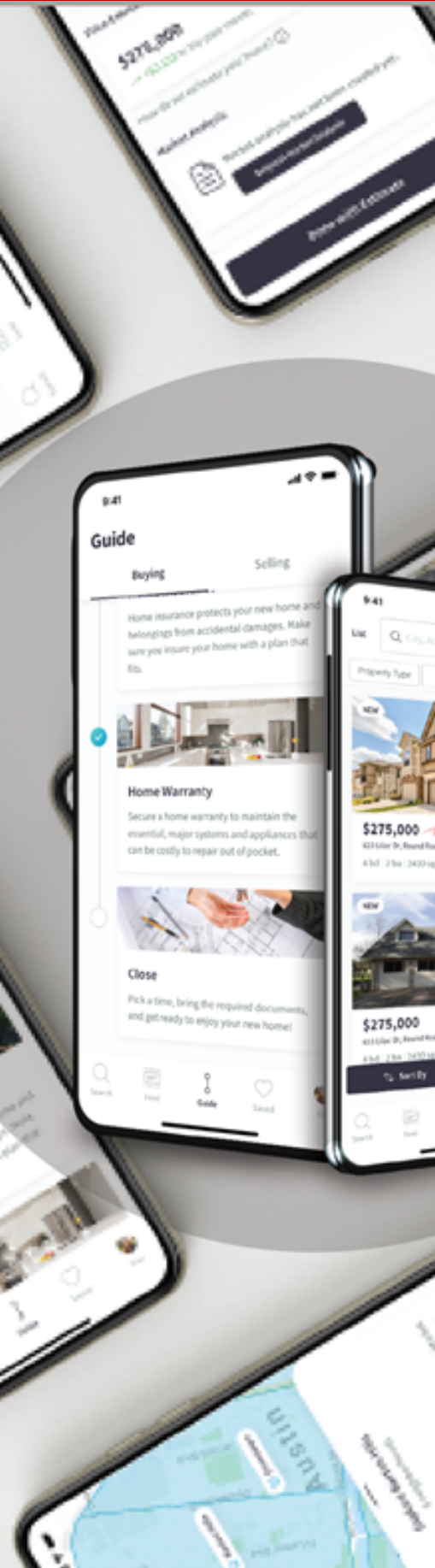
National speaker Brandon Green will have agents in the market spellbound with his tips on wealth building, business planning and tax strategies. After the day, we will host a happy hour event sponsored by only two preferred vendors. These two title sponsors will receive recognition on tables, brochures, and social media in addition to the opportunity to serve as guest hosts for the happy hour!

ALC RETREAT - NOVEMBER

Our Associate Leadership Council travels to Kansas City to participate in a retreat and training with our regional Keller Williams Affiliates. The ALC is comprised of agents selected from the top 20% of production of the Market Center. They are service-oriented individuals who are focused on the major functions of the Market Center. One exclusive sponsor will be invited to travel with us to this event, stay in shared housing with us, and participate in this high level training on volunteerism. This gives the vendor exclusive one-on-one time with top producing agents and a great opportunity to get to know Keller Williams at a high level! Lodging is included in this sponsorship.

WINTERFEST - DECEMBER

Get ready for the most fun you've ever had in the cold! Reindeer, Santa, Treats, Hot Cocoa and so much more! This event will be advertised to the clients of all our agents who had a transaction throughout the year and the general public. Only four of you will get to sign up to enjoy time to interact with our agents and their clients as we celebrate the beginning of beautiful Iowa winter!



STANDARD EVENT DETAILS

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STAKEHOLDER MEETING

We host a company-wide meeting monthly in Cedar Rapids. As the sponsor, you will have the opportunity to speak during the meeting, provide material and engage 1 on 1 with our associates.

ASSOCIATE LEADERSHIP COUNCIL RECOGNITION

ALC is comprised of individuals who have applied and have been carefully selected to help drive the success and growth of our market center.

FIRE

Fast Track Into Real Estate extends for six sessions and is recommended for agents getting started in the business.

CULTURAL EVENTS

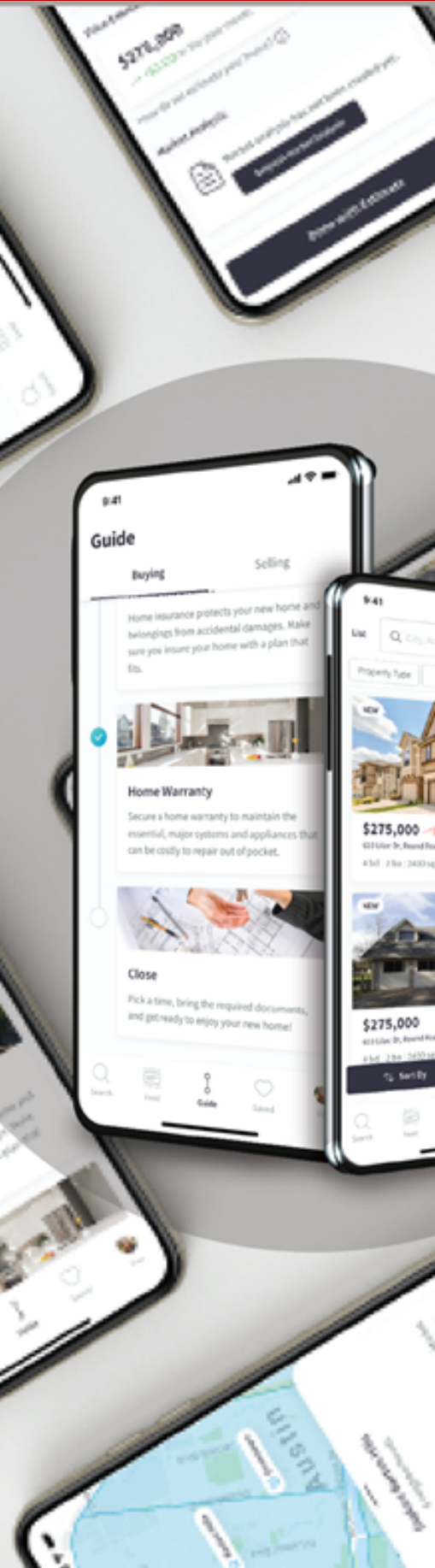
This is an opportunity for agents to connect with vendors and each other. Vendors will have interactive conversation about the latest trends and updates.

WEEKLY NEWSLETTER

Preferred Vendors will have an opportunity to be highlighted in the weekly newsletter sent out by our leadership highlighting changes going in in the industry, regulations, and the local market. Select a week you'd like to be featured when you sign up!

MONTHLY PV NEWSLETTER

This one is all about you! We feature our Preferred Vendors in order of level once per month in our monthly Preferred Vendor newsletter that includes your contact information!



PREFERRED VENDOR AGREEMENT

BRONZE SILVER GOLD

Vendor agrees to the following:

- Provide contact telephone number, email address, and a single contact person
- Call back the same day of the call by a customer
- Service Recovery Protocol including but not limited to apology to the customer, taking ownership of the problem, getting to the root of the issue, providing a solution and something extra as well as follow up in the case of accidents, complaints, and situations where the customer has concerns
- Quoting of competitive and fair pricing based on the averages within the segment vendor industry
- Participation in one Continuing Education class throughout the year
- Participation in at least one office service event

Keller Williams Legacy Group will provide the services listed based on the package selected to the vendor. If selecting monthly payments, payment will be collected from the vendor automatically each month on the 15th or the following business day.

The vendor agrees that the relationship can be terminated immediately should the vendor agreement be broken. The vendor also agrees to abide by a “three strike policy” whereby strikes are documented complaints from Keller Williams Legacy Group Real Estate Brokerage clients. In the event Keller Williams Legacy Group Real Estate Brokerage experiences three complaints directed at a single vendor, Keller Williams Legacy Group Real Estate Brokerage will terminate this contract, without refund.

The purpose of this agreement is to build a mutually beneficial business relationship between Keller Williams Legacy Group Real Estate Brokerage and vendor. It is in this spirit of honor, respect and professional service that both parties will undertake to develop a Win-Win business relationship that will benefit Keller Williams Legacy Group, vendor, the REALTOR® and the customer.

This agreement shall be in effect once payment is received and will be renewed on the anniversary date of the prescribed annual fee of this agreement and in accordance with the vendor category.

By signing below, I confirm I agree to all terms of this agreement

Preferred Vendor

KWLG Representative

PREFERRED VENDOR APPLICATION



Thank you for your interest in being a Keller Williams Legacy Group Preferred Vendor! Please fill out the application below. Staff will contact you via email once your application has been reviewed and the 3 references have been verified.

Company Name: _____

Category of Service: _____

Areas you provide services: _____

Cedar Rapids Area Coralville Area Dubuque Area

Contact Person: _____

Address: _____

Phone Number: _____

Email: _____

Website and Facebook Page: _____

List 3 Keller Williams Legacy Group agents you have worked with:

1. _____
2. _____
3. _____

How and who did you hear about our program from?

What would you want our KWLG agents to know about you and your services?

Form is available online at vendors.kwlg.com

Email vendors@kwlg.com