



Spotlight Vendor Program

Keller Williams Realty Phoenix takes pride in being able to support our associates by helping facilitate relationships with reputable vendors associated with the real estate industry.

The Spotlight Vendor Program is designed to give vendors who are leaders in their own respective industry and who are in alignment with the Keller Williams culture the opportunity to build relationships with our Agents.

Q. Who can participate?

- a. If you are a vendor associated with a service or product used by, or recommended by, one of our Agents you may be eligible to participate.
- b. We limit each category to 4 Spotlight Vendors unless otherwise approved through our Agent Leadership Council.

Q. How does the program work?

- a. \$750 annual fee for a one year term with an annual review.
- a. Agree to abide by the Keller Williams Culture Commitment Letter

Q. What will I receive?

- a. You will be offered the opportunity to market your services to our Market Center of 200+ agents through various means of exposure.
- b. You will have access to place marketing materials in the Agent mailboxes monthly.
- c. You will have the opportunity to host a sponsored lunch for our agents at a training or sales meeting and will be able to speak for 5 minutes at the event.
- d. You will be given a priority when we look for sponsors to some of our larger events.
- e. You will be placed in our New Agent First 100 Day Action Plan which will encourage the new agent to call and set an appointment to get to know you and your business.
- f. You will be able to schedule a Quarterly Meeting with our Team Leader to discuss how to increase engagement with our Agents.
- g. You will be placed on our Keller William Realty Phoenix website as a Spotlight Vendor.
- h. Your company logo will be on our monthly Keller Williams Realty Phoenix Training Calendar.
- i. You will periodically be featured on our TV screens throughout the office during business hours.
- j. You will have access to place business cards / marketing material on our Vendor Wall.

Q. What if I have more questions?

- a. Contact Carlie Goulet at Carlie@KW.com or 480.442.1442 with any questions or for more information.



Spotlight Vendor Program Application

(Allow 2 Weeks for Approval)

Name: _____

Company: _____

Service or Product: _____

Address: _____

Phone numbers: _____

E-mail: _____

Website: _____

Referred by: _____

Business References (Name, Phone, Relationship):

1. _____

2. _____

3. _____

Are you required to hold a license? YES NO If so, are you licensed? YES NO

Are you interested in providing a training class to our agents? YES NO

If yes, what would you like to teach? _____

Please provide a logo for our website and on our training calendar. You can email this to Carlie@KW.com.



Spotlight Vendor Commitment to the KW Culture

As a Spotlight Vendor you are getting an implied company “endorsement”. As such, you are a reflection of our company and our agents to the clients we work with. We want that reflection to be in keeping with the culture that we value, as outlined in our WI4C2TS.

Win-Win Or no deal

Integrity Do the right thing

Customers Always come first

Commitment In all things

Communication Seek first to understand

Creativity Ideas before results

Teamwork Together everyone achieves more

Trust Starts with honesty

Success Results through people

As a Spotlight Vendor you agree that;

1. Vendor will conduct business in a way that is consistent with KW Culture and WI4C2TS.
2. Any notice of a violation of this commitment will be reviewed and appropriate action will be taken depending on findings.
3. Termination of relationship will be automatic if more than one notice of violation within 18 months.

Name: _____

Signed: _____