

**Keller Williams Realty Metropolitan**  
**Policies and Guidelines Concerning the Commercial Division**



**Market Center Mission:** To build commercial careers worth having, businesses worth owning and lives worth living.

**Market Center Vision:** To be the wealthiest commercial real estate company on a measure of per agent income.

**Commercial Properties:** Multifamily Units 10+, Office, Industrial, Retail, Hospitality, Special Purpose, Vacant Land (Zoned Commercial)

**1. Market center agent conduct.**

1. All residential and commercial agents will adhere to the rules in the *Market Center Policies and Guidelines, KW Commercial Covenant and Article 11 that states: "REALTORS® shall not undertake to provide specialized professional services concerning a type of property or service that is outside their field of competence unless they engage the assistance of one who is competent on such types of property or service, or unless the facts are fully disclosed to the client."*

**2. Qualification to conduct commercial transactions.**

Prior to executing a commercial transaction for the first time at the market center, an agent must first be a member of the KW Commercial division. Being a member of the division requires the following first steps....

1. Meeting with the team leader.
2. Reading and agreeing to the KW Commercial Market Center Commercial Policy.
3. Filling out and submitting the KW Commercial application and agreeing to the terms.
4. Pay the commercial membership fee of \$199.00 per month for the ability to be a KW Commercial Member (this is in addition to any other monthly fees). This is a minimum one-year commitment.
5. Become a member of NHCIBOR (New Hampshire Commercial Investment Board of Realtors). Fee structure attached.
6. Become a member of NECPE (New England Commercial Property Exchange). Fee structure attached.
7. Engage in the 8 step Nucleus Training to be completed within the first 6 months of membership to the division.
8. Complete the 30-60-90, attached herein, within the first 90 days of becoming a KW Commercial member.

**3. Roles within the commercial division**

**MANAGING DIRECTOR**

Responsible for leading the commercial division based on the team leader's and operating partners' vision. Works closely with the Market Center team leader and operating partner in recruiting, qualifying new commercial agents and ensuring all associate-level members have oversight in both practice and education.

Responsible for ensuring the market center's policies and guidelines are followed.

Current or past ALC member.

Is well versed and currently engaged in all KW Commercial systems and tools provided with membership as well as commercial listing portals such as NECPE, LoopNet, CREXI, etc.

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**DIRECTOR**

Minimum 3 years of commercial real estate experience.

10 commercial transactions with a total minimum volume of \$3M

Can provide 3 commercial references from past commercial sellers, buyers, landlords or tenants

Active participant at the market center through teaching and training

Has a clear understanding of the current KW Commercial systems and tools, as well as how to utilize commercial listing portals, is actively engaged in the commercial community with area brokers

Requires Managing Director, Team Leader or Operating Partners' Approval.

**ASSOCIATE**

New or relatively new to commercial real estate

Needs support and guidance (0-3 years' experience)

Requires a mentor relationship with a director level commercial broker

Participation in 30/60/90-day plan

Participation in Nucleus training

**4. Distribution of commission.**

Seasoned commercial agents will work together with newer commercial agents to agree upon an acceptable compensation for both parties, in writing, specific to each transaction.

**5. Commercial and residential agent co-listing agreements.**

Co-listing with residential agents is not allowed unless a property is zoned both residential and commercial and the agents are sharing the work and expenses equally. When the highest and best use of the property is commercial, only the commercial agent's contact information will be displayed on all marketing products as well as utilizing KW Commercial specific branding on all signs and marketing materials. This ensures the client that an agent capable of answering technical commercial related questions is reached. Additionally, the residential agent responsible for securing the lead may attend all meetings with the client when a property is being co-listed.

**6. Referrals**

Referral fees paid will be at the sole discretion of the referring agent and the agent receiving the referral. All referrals should be in the form of a written agreement between the two parties.

**7. Referral for Life**

This will be a discretionary practice by the individual commercial agents.

**8. Commercial leases.**

All commercial leases are written by the Landlord or Landlords legal counsel. KW Commercial Brokers do not write leases on behalf of their clients. KW Commercial Brokers should strongly encourage their tenant clients to have their lease reviewed by their own legal counsel prior to signing.

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**9. Commercial training standards.**

Training for introductory-level commercial real estate will be the commercial agent's sole responsibility.

**10. How leads are passed within the market center.**

All commercial leads that come into the market center through the commercial telephone number or KW Metro residential phone line will be shared directly with the listing agent of the property being inquired. Any lead not on a KWC listing will be passed on a rotating basis to a commercial agent within the office.

**11. Recruiting commercial agents.**

Commercial agents are recruited by all members of the market center but *hired* by the team leader or commercial managing director. There may be some instances where, for the benefit of the agent, the leadership chooses not to sign on a recruit. All commercial agents are recruited through the KPA process and may or may not be a good fit for the team. It is the market center's intent to recruit high-caliber commercial agents that represent the KW Commercial brand and Keller Williams Realty's culture well.

**12. Commercial member on ALC.**

The market center Associate Leadership Council will maintain, at a minimum, one commercial agent in its group. Having a commercial agent on the council ensures that the commercial division is represented in all decisions made by the team. The commercial agent(s) in the ALC will abide by the same rules noted in the ALC agreement.

**13. Commercial Branding**

Commercial transactions require commercial branding utilizing the commercial logo. When representing a commercial client, KW Commercial branding should always be the most prominent, not the agents team branding, as it creates confusion within the real estate community and more importantly, with the customers and clients.

**14. Multifamily Properties**

Residential agents are allowed to list and represent buyers of Multifamily Properties up to and including 10 units.

**15. Consequence for participating in a commercial transaction that does not adhere to this policy.**

First Offense: Agent will be responsible for paying one full year's worth of KW Commercial dues (currently \$2,388) from their commission. The fee will not apply to future dues, it is retroactive and will be used for Commercial Education. The fee will increase when KW Commercial dues increase.

Second Offense: Agent will forfeit their commission for the transaction.

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Signing below is acknowledging that you have read the Market Center Policies and Guidelines Concerning the Commercial Division.

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Signature

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Date

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Printed Name