

A stylized, hand-drawn illustration of a cityscape in shades of gray and red. The buildings are simplified with rectangular windows and triangular roofs. Some buildings have red accents, like a red roof or a red arrow pointing upwards. There are also some abstract shapes and lines scattered throughout, suggesting a dynamic urban environment. The background is a light gray gradient.

# KWST Newsletter

SUMMER EDITION

**kw** SUBURBAN  
TAMPA  
KELLERWILLIAMS. REALTY



## Change Is A Good Thing...

by DANA CATES

Let me start this article by saying...change is good. Though it can be scary to navigate the unknown, and have unforeseen futures ahead. If we learned anything about ourselves during the past 12 months, it's that WE ARE RESILIENT and adaptable!

2020 will go in the books as being one of my scariest, hardest years ever and yet, it is the year where I grew the most. Each of us navigated through "the year of change" differently. Some had their best years ever, while other's had their worst. Some of gained new assets or wealth...some of lost a great deal more than material things. No matter how you got through it...all that matters is that YOU GOT THROUGH IT!

It is these kinds of challenges being placed on us that create new priorities, ideas, or passions. Sometimes it takes challenging times that inspire new adventures. Well, that is what happened to Kevin Chadwick. He built this amazing collection of offices that continuously blow the competition away. Now after making sure that we navigated the storm well, he is ready to let us grow under new leadership.

That is right guys, Kevin Chadwick is stepping out of the role as our Operating Principle and letting Noah Ostroff take the reigns (picture a young, up and coming Kevin 2.0) Noah and his partner Jake are bringing a new passion and energy to our office, and to our group.

I have met these two gentlemen and I can assure you, they are up for the job! They are passionate, experienced, and excited about the growth potential of our offices.

Please take a moment and welcome them to our family in true Suburban Tampa fashion. Let's see how far we can climb now!!!

Warmest Regards,

Dana Cates  
Broker / Team Leader



## Compliance

by KAREN DENNIS

Hope everyone is having a great summer. I guess we need to be thankful that we are not in the parts of the county that are suffering from triple digit temperatures.

As we stated in an e-mail at the end of May, we have finished our spring cleaning. Old forms are out and new forms are in. Now is a great time to clean up your personal forms library to be sure that you are using the most recent, up-to-date forms. There are several updated KW Office forms and the Florida Interactive Forms are updated by FREC several times during the year.

We have a new Affiliated Business Disclosure, Buyer's Information Disclosure, and Seller's Information Disclosure. All of these forms have a revision date of May, 2021. Also, all of the checklists have been updated. Checklists in Command have been revised to match the printed checklists.

The biggest change on the printed checklists is the line at the top of all contract checklists that reminds you that you must complete and SUBMIT the Offers and Commissions Tab before submitting an opportunity for review. All of these new forms are uploaded into DocuSign, Dotloop and into our office website [kwsuburbantampa.com](http://kwsuburbantampa.com) under Resources.

[kwsuburbantampa.com](http://kwsuburbantampa.com) takes the place of our old Market Center Intranet. Change is hard. I miss the old Intranet too. But the information is still available. We just have to get used to it.

Several state forms have been updated over the past year including the Listing Agreement and Seller's Property Disclosure. Be sure to always check the bottom left-hand corner of the forms to be sure that you are using the forms that match your contract (CR-5x Series for the AS-IS or FAR-BAR contracts). If the Listing Agent requests that the contract be written on the CRSP Contract, be sure that CRSP Addendums are used.

On another note, the most common notes that I write when reviewing files is the need for the name and complete address and phone number of the title company holding escrow on page 1 of the contract. This needs to be the title company name or law firm name, not an individual. If you receive an offer on your listing and the buyer's agent has not completed that section properly, please return it to them for correct completion.

Second most written note is asking for the buyer's name at the top of the disclosures. Again, if you receive an offer on your listing and they have not completed the name of the buyer, please complete it or send it back to them for them to complete. If it is your buyer and you are having them sign disclosures, please be sure that your buyer's name is completed at the top.

Finally, line 41 of the contract needs to be a dollar figure. It should be the amount that the buyer must bring to closing, not including closing costs and prepaids. It must be a dollar figure, not a percentage. You should be able to add the figures from line 41 up and arrive at the purchase price. If you receive an offer from another brokerage that has not completed line 41 correctly, we are not sending it back to them. If you negotiate the price on the first page of the contract, you can take that opportunity to enter the correct amount on line 41. Remember, it is the amount that the buyer is bring to the closing, not including the financed amount or closing costs and prepaids. TBD and Balance are not acceptable.

Enjoy the rest of your summer and stay safe.



## Dear Abby

by ABBY SMITH

### **1. I know a vendor who wants to be on our “kw approved vendors” list, or I work with an awesome vendor that would like to come in and teach or sponsor a class. How can we make that happen?**

The approved vendors on our [mykw.kw.com](http://mykw.kw.com) site have been approved and added through the region, not through our market center. We are unable to add vendors to this list. As far as our market center, I am our Vendor Program liaison and can help vendors become a part of it. Our vendors and affiliates pay to be part of the program and we work hard to protect the integrity of the program by advertising only those vendors throughout the market center. These vendors also get the opportunities to sponsor classes & trainings and/or teach classes. If you work with a vendor who would like to become part of the program for 2022, call or email me for all the details.

### **2. I'm still having trouble with Command & Docusign....help!**

We now have several resources to help you master these programs. Scott Le Roy Marketing has a webinar every day at 1pm - all tech topics. Many of these webinars focus on Command and Docusign. Scott Le Roy Marketing is also your resource for tech support for these programs. You can join Tim Murray each Thursday at 1pm for Tech Thursday classes at the market center, or book an appointment with him at [calendly.com/timtech](http://calendly.com/timtech). Lastly, review the calendar for training opportunities like one on one hands-on Command training with Fred, or in-depth docusign training with Garth. Feel free to reach out to me for calendars :)



## Concierge Services

by CRYSTAL KENNEY

Hi All! Just a quick introduction for those of you I have not yet met. My name is Crystal and I am the new Concierge here at the Valrico office. I have previously worked in the Insurance industry as an Administrative Assistant and Recruiter and now I am here to help all of you!

Have you seen the newly decorated and supplied Welcome Area in the Valrico office? We have now created a welcoming and comfortable place for your clients to enjoy a cup of fresh coffee or bottle of water while waiting for you to meet them. This area is stocked with a Keurig and mini fridge for their convenience. We will routinely check and make sure everything is stocked and cleaned. Please let me know if there is anything that is missed or you may need help with!

## **We Could Use Your Help!!!!**

by SHARON JOHNSON

We have a deadline to close our books on the second business day of the month. There are a lot of closings happening on the last day of the month. It would be a tremendous help if you could have your title company email you the ALTA and checks issued at closing so you could upload them into your opportunity in Command or email them to me. We need the copy of the checks to know whether you were paid at closing or not. This ensures that you receive credit for your closing and our records are accurate. This is especially important if your roll date is up. If you are given the closing, please make sure to drop the paperwork off at the office immediately.

It is great seeing you back in the office and attending our amazing classes!

---



## **Happy Summer From The Plant City Office!**

by KYLIE SKEES

Hello, my name is Kylie. I am the new receptionist over at the Plant City office. I started back in May and love it here. Everyone has been so welcoming here and at the Valrico office. A little bit about myself, I have 3 bonus kids, a 5 year old girl and twin 2 year old boys. I have worked at 3 major theme parks, Walt Disney World, Universal Orlando, and Busch Gardens and still enjoy going to the theme parks. I also love spending my off time with my kids and boyfriend.

If you read Dana's Next Week @KW emails, you'll know that someone has been entering in all your active listings into the XList. That is me, I am entering in all active MLS listings, changing from active to pending to closed, as they get updated. If you would not like me to upload them, please let me know.

Back in June I took over the OP time calendar. Abby and I have been working together to make sure everyone is included on the calendar that would like to be. There will be an email every month that will ask if you want to be added or removed. Just remember that you must be in production and have gone through IGNITE to qualify. If you wish to be removed prior to the next month's calendar, please let myself, Abby or Crystal know, and you can always be added back. OP time for the Valrico office will be changing times starting in the month of August. Morning time will be 9 am to 1pm and afternoon time will be 1 pm to 5 pm, and remember it is in-person.

# Selling A Home With A Tenant In Place

by HEATHER JENKINS & TINA BEALL

As the current real estate sales market gets crazier and crazier the number of landlords who are interested in selling their home with a tenant in place is growing.

There are a few things that you should be aware of when you have discussions with owners that have tenants in place in their rental properties.

The first thing that should occur is a thorough review of the current lease on the home. Please ask the landlord to share this lease with you for review. While you are not authorized to make a legal decision on the interpretation of the lease, you should be able to note some major points that can affect seller's ability to work with the home.

Unless there is specific verbiage in the lease stating the lease will terminate upon sale then the lease will supersede the sale. The verbiage of termination upon sale in a lease is rare.

Once it has been established that the house is going to be sold it should be noted that the sales agents relationship with the tenant is different than the landlord's relationship with the tenant. While the landlord may give you permission to interact with the tenant, do not try to give instruction or make demands upon the tenant. The tenant does not benefit from the sale of the home in any way, and as such, has no reason to cooperate. One approach of getting the tenant to be involved is if the tenant gets something in return. Does the tenant want out? Maybe the tenant can be let out of the lease with no penalty? Or some other agreement between the tenant and the landlord that provides a "value" to the tenant for cooperating. What we see most often is real estate agents making demands and telling the tenant what they need to do. This will put the tenant on defense, and they will no longer cooperate with the sale of the home. Almost all leases have terms that allow the owner/landlord access to the home, with reasonable notice. This is often interpreted to mean that they can tell the tenant when showings are going to occur. When a tenant signs a lease on a property, they expect the same "quiet enjoyment" of the home that a homeowner expects. This likely does not include selling agents showing up 90 minutes late with an entourage of possible buyers. If the tenant does however agree to showings, give the tenant as much control over allowing access as possible. This will make a happier tenant, and will make a better showing for prospective buyers.

Lastly, the security deposit is the tenant's money. It will need to be accounted for during the sale. If it is held by a 3rd party, such as a property management company, it can be transferred from the previous owner to the new owner. However, if it is an owner held security deposit it will have to be accounted for with the sale, best if it shows on the closing statement. A good clear conversation with the title services provider will help.



## Market Talks with T

by THERESA PAOLOEMILIO

As we continue to brave the rocky waters of a high demand market with difficult transactions many things come to mind on how to stay afloat. The one that has stood out from the rest for over a decade is our Mission, Vision, Values, Belief and Perspective or MVVBP for short. Much like our ever-changing market the MVVBP has changed and evolved over the years. Each year the message becomes stronger and more powerful yet the core message of it all stays the same. When you take the MVVBP with you everywhere you go, implement it in your business, write your own, or just practice a piece of it you will see a difference in your business. The market talk this quarter, BE NICE even when the market isn't.

### Mission

To build **CAREERS** worth having, **BUSINESSES** worth owning, **LIVES** worth living, **EXPERIENCES** worth giving, and **LEGACIES** worth leaving.

### Vision

To be the real estate **COMPANY OF CHOICE** for **AGENTS** and their **CUSTOMERS**.

### Perspective

A technology company that provides the real estate platform that our agents' buyers and sellers prefer. Keller Williams thinks like a top performer, acts like a trainer-consultant, and focusses all its activities on **SERVICE, PRODUCTIVITY and PROFITABILITY**.

### Values

GOD | Family | Business

**kw** | **WI4C2TES**

THE KELLER WILLIAMS REALTY

— *Belief System* —

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

EQUITY: opportunities for all

SUCCESS: results through people



# BUILT BY AGENTS FOR AGENTS

The ALC is YOUR VOICE!

The Keller Williams ALC or Agent Leadership Council is made up of the top 20% of agents in each office. This dynamic 'board of directors' is actively involved in the leadership decisions that make the office more profitable and productive. Their roles are to inspire, motivate, participate and listen. By having input from these associates, each office can tailor their strategies to thrive in all stages of the market.

## Keller Williams ALC Meetings – What Happens?

**Meetings take place monthly and all brokers in the office are encouraged to attend to offer their advice and/or suggestions.**

The following criteria is discussed at each meeting:

- Develop policies and guidelines for the office (market center)
- Associates discuss concerns they may have regarding how business is being handled
- Set standards in the market center
- Resolve any problems that have arisen

- Mastermind strategies to support and grow the current office business plan
- Be protectors of the [Keller Williams culture](#)

Another role of the agent leadership council is to be of assistance to associates in the office. New brokers have lots of questions and who better to answer them than the agents who have been there and know how to handle certain situations. Also, since these ALC members are active in selling real estate, they are available to be shadowed by newer agents. There's nothing better than watching a seasoned pro generate new business. Model your [business model](#) after these associates and you too will have the same results.

All agents have a say in how this company is run. They are treated as business partners rather than just a number. This gives agents a true passion for making sure Keller Williams is the best place to run a real estate business.



## COMMITTEES

ALL agents are welcome to participate in Committees. Simply show up to the meetings. Here is a rundown of the committees and events that typically take place during the year. Committee meetings are held monthly and are on the calendar.



- Increase Affiliate Partners Presence and Market Share
- Inform the ALC & all local associates on the financial performance of the MC.



- Assist in the overall growth of the Market Center by working with the Team Leader in identifying and attracting other associates to the MC.
- Create opportunities for outside brokers to experience Keller Williams.



- Assist in the promotion of training programs and other initiatives to implement safety standards and best practices for KW offices and for brokers conducting business in the field.



- Assist in raising funds for KW associates in need, community projects, KW Cares, Red Day etc.
- Work towards creating a MC no one wants to leave!
- Social Events



- Engage in Labs & Promote KW Technology
- Keep the MC informed of all updates
- Training strategies for MC



- Review all levels of training
- Assist in the implementation of training programs to support all associates in achieving their CGI goals.

# Introducing Your



## 2021 ALC

### ALC CHAIRMEN



Garth Jones  
813-787-4212



Ken Brownlee  
813-767-4673

### GROWTH COMMITTEE



Kellie Baroni  
813-546-0324



Corrie Forcet  
813-546-7603



Mindy McCabe  
813-426-4165



Arveny Rodriguez  
908-500-3578



Robert Perez  
813-750-2000

### CAREER DEVELOPMENT/TECH COMMITTEE



Joe Alvarez  
813-956-5465



Turan Celiker  
813-580-0080



Garth Jones  
813-787-4212



Matt Wenrich  
813-787-4212

### CULTURE/SOCIAL/SAFETY COMMITTEE



Barb Henzler  
941-266-2292



Shelton Keely  
813-508-0999



Stephanie McElroy  
813-842-2616

### FINANCE COMMITTEE



Ken Brownlee  
813-767-4673



Jen Lay  
863-370-1793



Natalie Sweet  
813-758-9586

A Special Thank You To Our Sponsors

**amerifirst**® HOME  
MORTGAGE



Hillsborough Title  
*We Do Good Deeds*™



JEN MARTINEZ TEAM  
CROSSCOUNTRY MORTGAGE™

guaranteed **Rate**®



**SUPREME**  
LENDING

