

Key

# Key Town Hall

# Company Stats 2020

- **Closed Units: 2019-8500/2020-9475 Up 11%**
- **Closed Volume: 2019- 1.3 Billion/2020 1.7 Billion- 33%**
- **Total Gross Commission: \$47,676,272.93**
- **Total Savings- \$13,000,000 (That's millions folks)**

# NAR 2021 Forecast Dr. Yun's forecast

- **Predicting existing home sales to rise by 3.4%**
- **New Single Family homes to rise by 20.1%**
- **Housing starts to rise by 3.4%**
- **Median home price to increase by 7.8%**

AAR Fees- \$199-March 23

# 2021 Key Kickoff

- **February 4th at 6 PM**
- **Dennis Speaks**
- **Music**
- **1 Million dollars in prize giveaways! No really about \$20,000!**
  - **iPads**
  - **MacBooks**
  - **Gift Cards**
  - **Trips**

# Thank You!

**Your feedback allows Key management to make decisions that directly benefit you! Let's address some concerns that came up**

<b>4.6 stars</b>
<b>98% referral rating</b>



# **Electronic Deposit of Commission Checks and EMD**

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# Quicker Payment For An Agent Referral



# **Incorporate More Video Into Online Training**

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# Recognition

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# Mentor Program

# In-Person Gatherings, Meetings, and Training

- **New Agent Mixer (this came up)**
- **Key After Hours**
- **Training and Workshops in Person**
- **2022 Convention**

# Experienced Agent Training

- **Education Series, Fast Start and Advanced Training**
  - **Constantly looking at new and relevant topics**
  - **New Construction- Panel Discussion and develop**
  - **“Key Tools” class**

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# Commercial Real Estate

# Commercial/Industrial Real Estate Policy

**There are some types of properties that fall into a gray area. The following are allowed to be sold by residential agents, provided they have experience and/or oversight to do so.**

- **Multi-Family up to 12 Units**
- **Farmland up to 20 acres or if the land is being sold as residential or buildable lots**
- **Residential lots**
- **Pre-development announcement**

# Commercial/Industrial Real Estate Policy

- **Established developments (infrastructure in place)  
Roads, Utilities**
- **Lot Pre-sale**
- **Farms up to 20 acres**
- **Orchards up to 20 Acres**
- **Office space 2000 sq ft or less for sale or lease**



# Commercial/Industrial Real Estate Policy

**Bottom Line: If you have a property that you believe may be commercial, please call your Regional Partner to discuss how we might best represent our clients. Approval by the Regional Partner is required prior to writing a commercial contract and will be considered on a case by case basis.**

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# Dotloop And Folder Processing

# Faster Response To Questions And Lack of Understanding of Agent Hotline

- **Looking at bringing on a text based help system**

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# FL Office And Expansion