

kw EXETER

KELLERWILLIAMS®

NEWSLETTER
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Luke Jones
Operating Principal
luke.jones@kwuk.com
07587 474 035



James Mugridge
MC Manager
james.mugridge@kwuk.com
07398 236 655



MARKET CENTRE NEWS

KW Exeter kicked 2023 off with a bang! New instructions were listed and business relationships with clients nurtured. Our Agents listed their first properties, and established Agents added more to their sales pipeline. Market Centre days have always proved successful, and was great to see the gang together in the Market Centre at our monthly get together. The team assembled for workshops on developing their databases and pipelines, and it also provided an opportunity to get their marketing materials ready for the next month. Louisa Bradridge, our expert at Right Move, delivered an exclusive session to our Agents about how they can optimise their property adverts. Louisa kindly gave us user statistics on how customers view adverts and what Agents can do to boost their listings with a few simple tricks.



AGENT SPOTLIGHT

Introducing Mike Shaw.

Mike is a wonderful character who joined us last year. A few months later and he is a treasured part of the team. An experienced Agent with a passion for property and a particular knack for building trusted client relationships. This is why Mike has started the year with a healthy pipeline of well nurtured contacts. The Market Centre has had the pleasure of assisting him build the instructions for some great properties, with more great listings that Mike can advertise on the horizon. A great individual to have at any dinner party, or indeed in an office meeting, Mike is a pleasure to be around. His experience and knowledge is extensive, and we look forward to see your business grow massively this year.



Mike Shaw
KW Agent

Thanks for being an integral part of KW Exeter - James MCA

MARKET UPDATE

We have started 2023 with the average Exeter at £316,244. This is up 8% since Devon as a whole prices are still up 3% 2019. Time on the market is increasing stock count, and easing of Covid restrictions houses being sold in shorter timeframes become more cautious and the news we believe that lending is more problematic case, and whilst listings may sit on the longer time, we need to explain that market available, and that buyers should not be the connections to be able to offer you package, and take them on that journey how market share is won this year.

The fundamentals are that there is stock low, whilst demand for that stock is a constant and more and more products become available buyers.



During these markets, the news is quick to create and headlines of impending doom and a looming advisor to The Bank Of England, reminded us all that only a classification of GDP, and a short decline in What is important is that we are not clouded by the we understand the fundamentals aforementioned demand is high, and products are available. The key to these markets is that the potential clients want more

At Keller Williams, we have always based our model on a relationship with clients. As an Agent, it is our job to make purchasing or selling a home as easy and efficient as possible. In these shifting markets, this has become even more important. As an Agent, we must be able to reassure our clients about their motives, plus be able to provide access to financial products and advisors. This trusted relationship has built over time and we have seen our Agents win with clients because of being relationship based, rather than transactional.



"Success is through
our Agents."



12 Week Year



Don't let it be like starting the Gym in January!

Our signature course here at Exeter Keller Williams keeps our Agents motivated and focusing on those big rocks. Taking a look at the macro goals, and then breaking it down into daily tasks. On a weekly basis, the team hold each other accountable, share their wins, and compete to have the highest score for the week. Mindset, health, family, and work is a lot to pack into each day. The course is designed to make sure that everyone is balancing their week and ensuring that their priorities go in first. It is a great motivational series, and provides structure with our team power ups and review sessions.



UPCOMING EVENTS

- **09th February - Quantum Leap**

- A Regional event and not one to miss. Delivered via Zoom, CEO Ben Taylor and the team explore how to win market share and be the best Agent possible. With proven models for success, and up to date market insights, this quarterly is well worth gathering for.
- Zoom 10-5pm

- **15th February- MC Networking and Guests**

- Open to all, Agents and guests gather to gain market insight, network with other business professionals, and hear some of our fantastic guest speakers deliver insights into different aspects of the property and associated businesses.
- Clockwise 10-12

- **1st, 8th, and 15th February Letting's Foundation Course**
 - This 3 part series is crucial for anyone thinking of getting into lettings. Developed and run by KW Move, the Keller Williams lettings team, this course is geared up to enabling Agents to build their lettings portfolio.
 - Zoom 2.30-4pm
- **15th, 22nd February, 1st, 8th March Ignite series**
 - This essential 4 part course is for new Agents is an important stepping stone into become a Top Agent. This Regionally run, group session explains all of the models and processes that successful Agents use.
 - Zoom 10-3pm
- **23rd February Market Centre Day**
 - Join the Market Centre for a jam packed day of productivity. Get your newsletter and socials done, workshop new lead generation strategies, and get things done! We will also join the Region for State Of Your Company and Town Hall
 - Clockwise 10-5pm
- **WEEKLY THROUGHOUT FEBRUARY**
 - Monday and Friday Team power up 09.30
 - Tuesday Vision Q&A 4-5pm
 - Tuesday Consultation with James
 - Friday Consultation with Luke



James Mugridge
Operations Manager

QUOTE FROM LEADERSHIP

Empowering our Agents to succeed is what we are all about here at Keller Williams Exeter. It is great to see new Agents joining, and experienced Agents pushing themselves this year to make it a huge success. As a new Market centre, things are progressing quickly, and just like our Agents, we are using models and systems to power our business in 2023.

With new sessions and more focus around getting into productivity, 2023 will be a year to mop up the Market Share, and for a whole host of Agents to build out successful businesses in Property. We are building more into our systems that will enable Agents to leverage the technology that Keller Williams provides and work their databases, building trusted relationships with the potential clients. Our pipelines and workflows are being developed by James and the team, along with experienced Agents. Together we are creating some fantastic journeys for Agents to take their clients on, which should leave them feeling pampered and well looked after.