Command Quick Guides

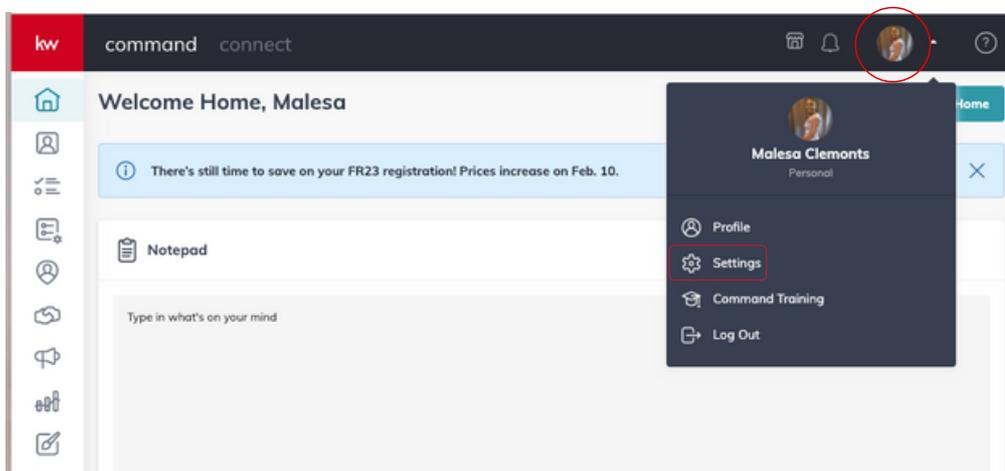## Your Guide to Command: Connect Settings

Setting Up Your Marketing Profile

Your marketing profile will help you personalize various marketing content quickly and easily. Your information will automatically be added to the marketing content you send to consumers, your KW App & Site, your agent profile page on kw.com, and the office's Command MC website. Not all of the information is required, but you should add as much detail to your marketing profile as possible.
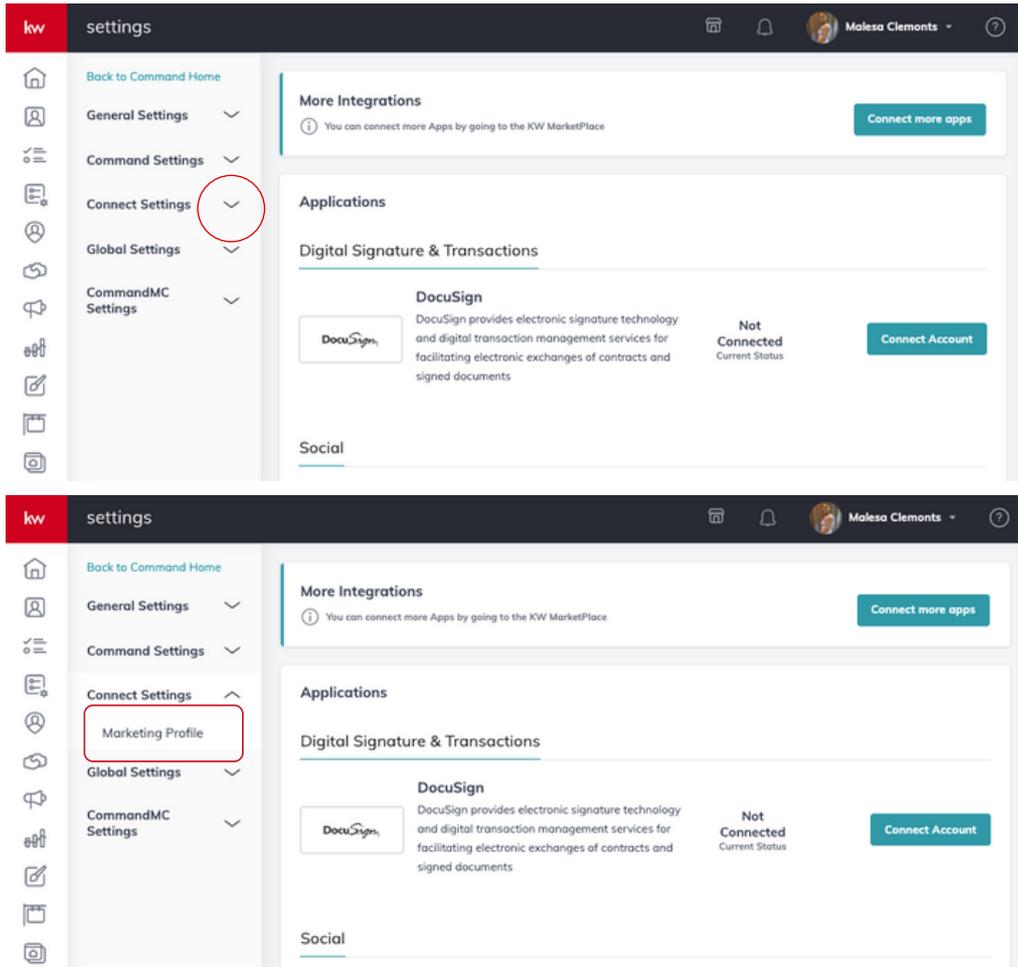
Access

1. Log in to https://agent.kw.com with your Keller Williams login credentials.

2. Click your Name in the top right corner, and then select Settings
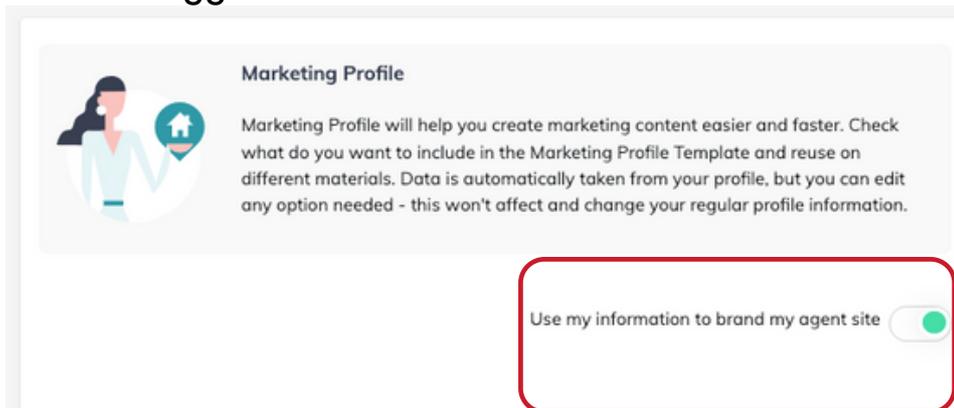
3. Click the drop-down arrow for Connect Settings. Select Marketing Profile.

4. Now you can select to use your information to brand your agent site. Click the toggle button to turn this feature on or off.

Branding & Photos

1. Upload your **agent profile photo (My Photo)**. Click upload to add your photo. Repeat this step to add your **Team Logo,** if you have one. You can also come here to remove your photo or logo, if necessary.

My Details

1. This section is made up of three parts, The first part will include primary details about you as an agent. This information will auto-populate your KW Agent Site and the KW App. This section requires you to fill in your first name, and last name; all other fields are optional

   Agent License Number

   This field is not required. However, if you plan to use the Promote My App SmartPlan, you must fill it in. Leaving this blank will cause an error in the first e-mail that sends out.

My Details

First Name***
Enter your first name

Last Name***
Enter your last name

Agent License Number

Team
Enter the name of your team

Your Professional Job Title
Enter your professional job title

Slogan
Write a brief headline about yourself...

Designations/Credentials
Enter your designations or credentials

2. The second section is Military Affiliations. To make a selection choose an option from the Military Affiliation drop-down menu, then choose from the Military Service Details drop-down menu, and click add. You can add as many affiliations as you'd like.

Affiliations

Military Affiliation
Select from list...

3. The last part of the My Details section is your biography and contact information. The details you add here will appear on your KW Agent Site, KW App, and public agent profiles.

Format this in the way that you want it to appear on your KW Site

Bio* (i)

Mobile Phone***
(570) 555-5555

Office Phone***
(570) 555-5556

Fax
Enter your fax number

Use the email address that you will use to correspond with consumers

Email***
malesa@demo.com

Website
Enter your website url

Market Center/ Brokerage

Add your Market Center name and DBA logo **(this can be found on KW Connect).**

Compliance

Optional, according to your State Board. Add any board-required legal footers, legal footer links, or legal footer images.

Social

This section is optional. Be sure that all links are professional, Real Estate related pages. Add the full URL for each page.
(ex. https://www.google.com/fullname)

Finishing & Saving

Once all required (marked by a *) fields have been completed, click save. Remember to toggle on "Use my information to brand my agent site" to make sure your Command website is branded to you.