


# The Next Chapter

Finding the Perfect Fit



Investing for your future,  
your bottom line, and a  
balanced life.

“

The strength of the team is each individual member. The  
strength of each member is the team.

”

- Phil Jackson

# Opportunities

It's an exciting time to look at all the opportunities and possibilities: to lift the hood on your machine, to look at other machines, and find the best fit for you, your business, and your balanced life.

We're excited to be a part of the conversation.

We're here to connect and see if our robust systems, our respected organization, our dedicated support team, reputable brand, value proposition, culture, and opportunity is a right fit for you and your business.

It's very exciting to consider this investment in our futures.



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# About Us



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Helping people achieve the American Dream and build wealth through homeownership while improving the communities we serve.

”

**T**he Klaus Team is unique in the Phoenix real estate market. Over the years, while many big players have enjoyed a period of success, the Klaus Team has been consistently strong. Selling on average at least a home a day for ten years, they have been consistently ranked in the top 120 teams in the U.S. by Real Trends and the Wall Street Journal every year since 2011.

The Klaus Team is known for our high level of service and dedication to a strong client experience. With hundreds of reviews on Zillow averaging 5 stars, the Klaus Team has repeatedly been named Best Realtor by the readers of the East Valley Tribune. The Klaus Team's top source of business is repeat clients and past client referrals.

The Klaus Team is also known in the industry for our professionalism. Cross-sale agents know that they can expect a well-coordinated and smooth transaction due to the team's amazing transaction coordinators and strong systems. Arizona agents are familiar with Klaus Team agents, who are often teaching classes to other agents as experts in their field, a result of the strong focus on continual growth and agent training.

The Klaus Team continually seeks to grow in excellence, to lead the industry in innovation, professionalism, service, and practice, and to help our clients achieve the American dream and build wealth through homeownership while improving their communities.



# Human Resources



## Kenny Klaus: The Visionary

As the founder of The Klaus Team, Kenny has been gaining momentum since beginning in real estate in 1999. With a constant eye to the possible, our team has remained strong through changing markets and in a changing industry. Kenny has a reputation as an innovator and forward thinker, which has provided many opportunities to the members of his team. Frequently on stage with Gary Keller and as a MAPS Mastery Coach, Kenny is a collaborator with the best in the industry.

## Scott Kooiman: The Integrator

Kenny and Scott have a unique partnership of gifts which has allowed for Kenny's vision to take shape. Scott has a passion for developing systems and organizations, and also has a keen eye for marketing presentation. Skilled in many areas, Scott focuses on the teams' organizational growth and marketing campaigns, and develops new business opportunities and branding to ensure that the team continues to lead the industry. As a MAPS Coach, Scott teaches real estate farmers across the country.



## Ty Lusk: The Coach and The Culture

With an incredible resume of real estate sales and repeated recognition throughout the years as a KW Cultural Icon, Ty leads our sales team with coaching, accountability, and energy. Ty also keeps our team focused on the needs of our community and opportunities to give back. Ty coaches agents in a personal and friendly approach while being tough and real when needed to ensure that every Klaus Team agent is hitting their personal goals and achieving their Big Why.

## The Success Team

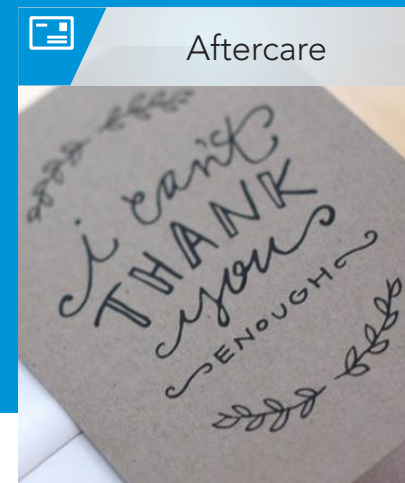
The Klaus Team's Success Team is the best in the industry. Stephanie Seymour has been connecting with clients at a high level since she joined the team in 2003 and leads our experienced Transaction Managers, each with decades of experience. The Klaus Team Client Services Representative Doug Starks is out in the field behind the scenes providing the highest level of service to our sellers.





# Our Organization and Systems

We want to ensure that not only are all of our processes streamlined, scalable, and effective, but that at every stage of a system, every one of our contacts, clients, and past clients sees it all as a personal and unique experience.



We dive in to our lead management system at the highest level, using each tool at our disposal to ensure that we connect with potential buyers and sellers to the best of our ability.

We are part of a very small group of BoomTown users with access to all beta testing of new system capabilities, expedited service, and access to the highest levels of the organization.

Our drip campaigns and techniques are fine-tuned and of the highest caliber and regularly revisited to ensure they are the best.

In addition, our agents receive one-on-one Boomtown specific coaching regularly.

We have developed our own custom contract-to-close systems dedicated to ensuring that our transaction managers have every detail covered on every single transaction and that each client feels that they are a person and not a number.

Our success team devotes themselves to continually improving the system with monthly upgrades.

We use our team's Intranet system, our 212 Portal, to ensure that all emails, names, contract details, and client specifics are correct on every document and communication, while minimizing the number of times the same information needs to be entered, alleviating errors and freeing up agent time for production.

While the Klaus Team is well-known for farming, our number one lead source is past client and past client referral business.

We want to help our agents connect authentically with past clients regularly and effectively. We have created a system that not only shares market updates with our databank but also offers contests, events, and real touches from their agents.

We provide agents with regular to-dos that are date-sensitive to celebrate home anniversaries, to send great hand-written notes, and to connect via phone at just the right times, with the goal of providing constant value and relationships to ensure repeat business and referrals.

# Our Client Reviews on Zillow

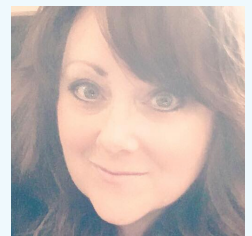
## Real People, Real Experiences



Jim Jasper

"Kenny, Kraig, and our transaction manager, Christine are all complete professionals. The Kenny Klaus team provides a complete service, from a simple referral or even down to the truck to take your stuff to your new place. Each stage of the sale we were always informed and never had a question go unanswered. At the signing Christine came in and met us in person although we both said we had interacted so much we already knew each other. It was a great experience and would 100% be willing to refer family and friends."

I would not hesitate to recommend this team to anyone! Kraig Klaus and Christine Matthews were organized, knowledgeable, very responsive, and easy to work with. During the selling process, we had issues arise with the buyers' agent and the title company, but Kraig and Christine worked to solve all problems quickly and competently. They also shielded us from many of these headaches which was greatly appreciated. The home we closed on in February 2019 went so well that we are again enlisting the services of the Kenny Klaus Team and feel confident they will exceed all expectations.



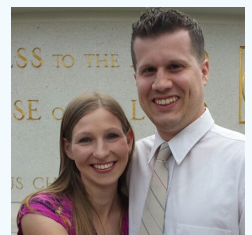
Wendy Walts Riding



Tim Lehman

Rick Collins was our Realtor. Rick went above and beyond in all of his transactions. He helped with everything from determining the listing price to helping us find good contractors! Christine and Kylie, who work with the Klaus team, were very communicative through every step of the process. The entire team made the whole experience super easy for us and the execution was flawless. Thanks to Rick and the team, our home sold in 2 days! Thanks guys!!

I was referred to The Kenny Klaus Team by a friend, and I could not be more satisfied with the experience. From start to finish, they were professional, responsive, and efficient. Because they put integrity first in their words and actions, my mind was put at ease, and they quickly earned my trust. Everyone on his staff - especially Ty and Rob, who worked more closely with us to help sell our current home and find a great fit in our new home - was friendly, organized, and respectful of time. Our home buying and selling process was seamless from beginning to end, and that is because these guys have a great system down. People know their jobs, and they perform them well. I will be excited to refer them to friends and family in the future!



Adam Jayme

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See what our clients say, unfiltered, by visiting  
[Zillow.KlausTeam.com](https://www.zillow.com/KlausTeam.com).

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# Grow Your Value Proposition

Can aligning with a team increase your value proposition?

**We make you look good.**

When a Klaus Team agent meets with a buyer or seller for the first time, they're prepared.

When meeting with a seller, the Klaus Team listing agent arrives with a listing packet, put together by the Success Team on behalf of the agent, complete with every document ready for signatures and highlighted for easy signing. The listing agent is also able to provide the seller with a 20 page "Listing and Selling Your Home" booklet along with other resources in an attractive branded presentation folder. Buyer agents are able to provide potential buyers with a 16 page Homebuyer's Guide. Both are professionally printed glossy resources.



Before you connect with them, however, they're likely to have googled you and your team, and they'll see that your team has closed more than a home a day every year for the past decade and they'll find hundreds of five-star reviews. They'll see that you lead the industry.

They'll know that they have a free 18' moving truck to use when they move. You'll have an impressive list of tried-and-true vendors when something needs repair. From contract to close, your Success Team will make you shine even brighter by handling all the details while being friendly, courteous, and professional. In fact, chances are that when your client gives you an online review, they'll mention your transaction manager as well because they have grown so close during the transaction.

When you list a home, your clients will know their home will be presented effectively for showings online and in person. Professional photography, expanded online delivery, enhanced presence on Zillow, and a team of buyers agents eager to hold open houses are standard. In addition, you can let them know that we have over 8,000 buyers searching for properties on our website, where they see our listings as featured.

For buyers at closing, we have a closing bucket ready to go with many items they may need at move in. We also have items you can add to personalize it and provide added value.

The Klaus Team's brand, tools, resources, and our success team are here to make sure you look good and to make sure that you stand out in this very crowded market.

**More ways to be found.**

The Klaus Team has over 160 web domains, so we can meet buyers and sellers wherever they are.

**85209.com**  
**85212.com**

**live55plus.com**

**AZHomeChoice.com**

**offerdepot**  
Compare. Decide. Move. **.com**

**roadbackhome.com**  
Home Ownership after Foreclosure, Short Sale, or Bankruptcy

**homeSOLDgroup**

**ReferArizona.com**



**PASSIVE AGENT**  
THE REAL ESTATE RETIREMENT SOLUTION

**HUBHOME SERVICES**



# Why join a team at this stage in my business?



Time Leverage



Less Stress



Higher Quality of Life



Higher Net Income



Minimize Expenses



Higher Productive Environment

“

One of things that has stood out to me as priceless are the relationships. Having the opportunity to get to know your colleagues makes you understand quickly what a collaborative and collective force the whole team can be for me the agent and in turn for the client. Some may take that for granted working with this group of professionals or the knowledge they possess but honestly for me it has been a huge difference and a blessing. I have been so impressed with the systems in place and the utilization of the products which helps us achieve max results.

”

- Klaus Team Agent Debbie Kimball

Debbie joined The Klaus Team after serving as designated broker at another firm.

83% of buyers and sellers say that they'll use their agent again, but only 11% of homeowners list their home with their previous agent. We work hard to ensure that we stay top of mind and provide immense value to our past clients to secure repeat business and referrals, and our Databank is now our #1 lead source!

## Past Clients / Database



Our agents are equipped to connect with past clients. The Klaus Team is big on handwritten notes, and agents will get reminders throughout the year to connect in this way. The team has its own selection of cards for home anniversaries, sympathy, congratulations, birthday, new baby, anniversary, and other specialty cards as well as 212° cards to make personal notes easy. We even have Klaus Team onesies in blue and pink to celebrate births!

We also take care of postage for these important pieces of the aftercare plan.


Our agents perform 4 touches per year, in addition to the 24-30 additional email touches and a team Thanksgiving card coordinated by our Success Team

Our databank aftercare plan includes tons of value - updated market valuations of their home, updates on the Arizona market, and opportunities for giveaways including tickets to the Suns, dBacks, Cardinals, spring training, concerts, and even week-long vacations in places such as Big Bear, Carlsbad, and Sedona!



We also host movie screenings of the top family movies. Guests enjoy a free screening of the movie, an insane number of raffle prizes, and other fun elements such as free pictures with Santa during the December event.

Past movie offerings have been Wreck it Ralph 2, Coco, The Secret Life of Pets, Inside Out, and the live version of Beauty and the Beast.



Whether you're  
buying or selling,  
on this next adventure  
be sure you have the  
most experienced  
guide.



The Klaus Team sold  
more homes in the  
East Valley than  
anyone else in 2017.  
- BRE A Top Realtor 2017



RESALE | NEW BUILD | INSTANT OFFERS | PREMARKET | INVESTORS | SENIORS | SHORT SALES | LAND

## Brand

In our marketing, we have embraced the concepts of the Donald Miller book Building a Storybrand, and strive to lift up the client as the hero of the story while presenting ourselves as the guide. The story is about them, and we help them get where they need to and provide the answers and resources along the way.

That said, we understand that we have the experience to present ourselves as a competent guide who the hero can trust. We are the brand the customer has been looking for.

We have an impeccable and respected brand name that exudes a high level of confidence to even the most exacting of clients.

The Klaus Team outpaces the industry. We are the only team in Arizona who has been ranked in the Top 120 teams in the U.S. by Real Trends and the Wall Street Journal by transaction count every year since 2010, and we have been ranked in the top teams in the U.S. by volume many years as well, which is not easy for an East Valley team to accomplish at our price point. In RealTrends' partnership with Zillow and Trulia, we have repeatedly been named one of "America's Best Real Estate Agents" and have been recognized as "Best of Zillow" for stellar lead follow-up and customer service reviews.

We have been named Best Realtor and Best of the Best by the readers of the East Valley Tribune. We sell more Mesa homes than any other agent or team and have been repeatedly named City of Mesa's Top Realtor® at the BRE A Awards and have also been named the Top Realtor for the entire East Valley for selling more homes in the East Valley than anyone else. We were also named 2018 Real Producers Team of the Year.

We have been recognized by the National Association of Expert Advisors as one of the Top 500 Real Estate Marketers in the United States, and are regularly mentioned by Inman for our innovative methods, most recently regarding our forward-thinking approach to iBuyers.

The Klaus Team is a Dave Ramsey Endorsed Local Provider.



in partnership with  
 





# Leads

Where do the Klaus Team leads come from? We have focused for years on never putting all of our eggs in one basket when lead generation is concerned, and as a result have a very wide net that the team and our agents fish with.



#1: Repeat Clients and Referrals from Past Clients as a result of a relentless focus on our Databank. (see page 9)



#2: Farming. The Klaus Team is well known as the industry's farming experts. We mail to about 30,000 homes per month in four ZIP codes.



#3: Agent Sphere. We work with our agents to increase their engagement with their spheres.



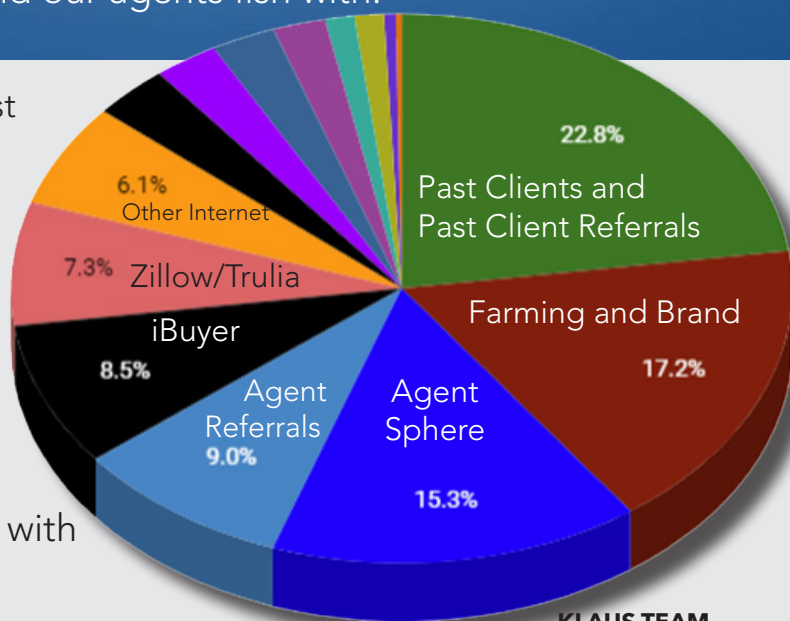
#4: Agent Referrals. We build strong relationships with agents across the country and make it very easy to refer us business with ReferArizona.com. With Kenny and Scott teaching agents across the country and our presence on stage with Gary, we aim to stay top of mind. We are also Dave Ramsey Endorsed Local Providers.



#5: iBuyer. Since 2017, we have been connecting with sellers through OfferDepot.com where they can get an offer in a side-by-side comparison with a retail market valuation to decide what's best for them.



#6: Internet. We maintain a strong presence on Zillow and find many sellers and buyers there. While Internet leads are a small part of our business, we want to meet buyers and sellers wherever they are.



KLAUS TEAM  
CLOSED SOURCES

# The Klaus Team Culture



## Creating a Giving Culture in Mesa

The Klaus Team works to meet the needs of the community we serve, and one way is through our 501(c)3 nonprofit, Klaus Team Cares. Many of our agents and our team donate at every closing, and our board of directors ensures that these funds are used to benefit our community through emergency response, grants, and other means.

We work with school social workers to ensure that when a child has a need we can meet, they know where to turn. In 2018, we were able to provide a Christmas experience to 70 children whose parents would not have otherwise be able to provide gifts. When a high school senior's mother died unexpectedly, we were able to help her finish her senior year with prom tickets and a dress, graduation announcements, cap and gown, and more.

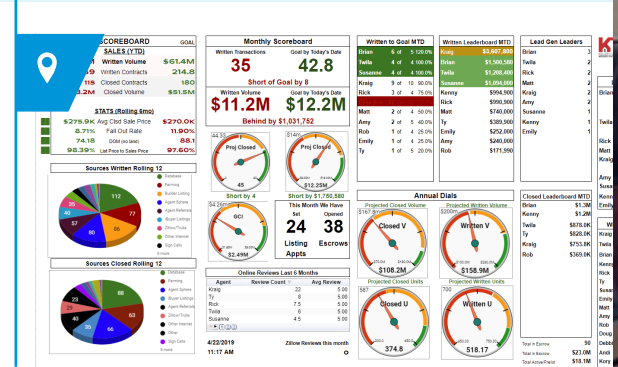
We facilitate numerous food drives for United Food Bank throughout the year, collect drinking water for the homeless as a partner for the Mesa Hydration Campaign, and have outfitted every police vehicle in Gilbert and Mesa with stuffed animals to provide to children dealing with life's toughest moments.

In the last year, our team members have lived out this culture on their own by building four homes in Mexico, teaching business students in Africa, and our team joins together regularly to support other charities in the Phoenix area with events and donations.



## Culture of Fun Production

We have some very competitive people on our team, which allows for a culture of fun production. We are always focused on helping our agents hit their goals, and use scoreboards so everyone knows our production numbers against goal. We have regular contests, team up for activity challenges, and work collaboratively to ensure that agents are able to get away for vacations while still keeping production strong.



## A Team that Plays Together

Getting out of the office and playing together as a team is vital, not only to build relationships, but to celebrate milestones. Whether enjoying a suite at the DBacks game, racing go-karts, or doing team-building activities at Dave and Busters, we make it a point to have fun.



# A Story of Connecting

**Real estate has so many opportunities. How do we choose the correct path? Ty Lusk describes his journey that led him to join a team.**

Ty Lusk wasn't the first agent you'd think would be considering joining a team. With steady production and a strong level of agent-to-agent referrals from his networking at KW events, Ty had a consistent business.

After a decade as a solo agent, Ty began a partnership and then a team. "Real Estate Rockstars" set off to take Arizona by storm.

"I started the team with a dream to blast off into the upper echelon of production," said Lusk. "Man, did I have a lot to learn."

From the outside, things were moving right along. Ty was recruiting some great new agents, production was steady, but it wasn't everything he thought it would be.

"While it was exciting to grow our brand and build a group of like-minded professionals, the

realities of business expenses, lead generation growth and headaches soon mounted," he noted.

After discussing his business with his MAPS coach, Ty realized that he wasn't doing what he loved. "Although I've always enjoyed client connections and building meaningful relationships, the reality of complete business ownership can be a head-scratcher. How can our gross income look so great, yet our net earnings are less-than-desirable? How do we continually attract great people and maintain sanity? When it finally sank in, I realized there had to be a better way."

While he excelled at many parts of leading a team, he struggled at others. "What if I could plug in to an all-cylinders organization, rely on their expertise in areas which I struggled, and spend more time doing what I do best? What if I

didn't stress about monthly business expenses and took home more net earnings?"

So, in 2018, he began the process of changing his business model. He identified the best options in the Phoenix metro area as well as other expansion models looking to move into Phoenix, and met with them all.

"After intensely interviewing and researching over 20 of the top teams in the marketplace, there was no question the Klaus Team was the best fit."

The team's reputation, history, vision and implementation soar over most real estate organizations in the world. In an ever-changing real estate environment, the Klaus team has continually proven to be agile and set the pace in the market over two decades.





# Personal Growth and Opportunity



Our Sales Team doing a top-to-bottom walkthrough of the new-build process with a local builder.

The current **you** is a stepping stone to who you can be. We walk alongside you and provide opportunities for continual growth



**Weekly Coaching** with Ty Lusk and BoomTown Coaching with Scott Kooiman



**Guest Speakers and Training** on a variety of topics.



**Influence and Masterminding**

Be a part of high-level masterminding and collaboration with the top people in the industry and get early access to new innovations.



**Teaching and Workshop Opportunities**

The best way to learn is to teach. You'll have opportunities to teach classes to other agents and opportunities to connect with the public by teaching workshops.

## The Sky's the Limit.

At the Klaus Team, there are no ceilings to what can be achieved. Lead one of our future divisions or we can help you develop a new one!

As you grow your business and find opportunities to add showing assistants, buyer agents, and more to your network, our systems and success team members are here to support you as we become stronger together.

**KLAUS TEAM HOMEOWNER HUB PLATFORM**

**EXISTING AND FUTURE OPPORTUNITIES**

- RESIDENTIAL SALES
- COMMERCIAL DIVISION
- SILVER GROUP
- PROPERTY MANAGEMENT
- HUB HOME SERVICES
- INVESTOR DIVISION
- EVENTS
- COACHING/TRAINING
- GEOGRAPHIC FARMING
- EXPANSION
- DATABANK & REFERRALS
- LUXURY DIVISION
- iBUYER
- VETERANS & FIRST RESPONDERS
- PASSIVE AGENT



# Profitability Analysis

Your Current Model

Klaus Team Model

**Total GCI**

**Cost of Sale**

**Broker Cap**

\$6,750

**Splits**

**Check Costs**

\$0

**E&O Insurance**

\$0

**Signs/Posts/Photos**

\$0

**Other COS costs**

\$0

**Total Cost of Sale**

**Expenses**

**Lead Generation**

\$0

**Occupancy/Rent**

\$0

**Technology**

\$0

**Phone**

**Supplies**

\$0

**Education**

**Auto/Insurance**

**Transaction Mgmt**

\$0

**Other**

**Total Expenses**

**Net Income**



“

Individually, we are one drop.

Together, we are an ocean.

- Ryunosuke Satoro

”



## The Klaus Team

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