



We Are Kirkland™





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Providing unprecedented resource for its agents and the community, discover for yourself why Windermere Kirkland is a sought after, highly respected real estate firm in the Kirkland community.



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## CONTACT US

737 Market St  
Kirkland, WA 98033

## PHONE

O: 425.823.4600

## EMAIL

kirkland@windermere.com  
mconnolly@windermere.com

## ONLINE

wearekirkland.com

## SOCIAL

- facebook.com/wearekirkland
- Instagram: @windermerekirkland
- #wearekirkland
- #windermerekirkland

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# ABOUT US

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When John Jacobi founded Windermere Real Estate in 1972, he had a vision for the way real estate should work: anticipate and respond to the needs of buyers and sellers, and support the communities you serve. While other real estate companies were focused on size and sales, his goal was to earn the respect of the communities where he and his agents worked and lived. Four decades later, John Jacobi's humble beginnings have gone from a single office with eight agents to a network of 300+ offices and more than 7,000 agents throughout the Western United States.

Windermere has always focused on three basic principles: hire the best people; give them the best tools; create thriving communities. It's not rocket science, but it has worked pretty well for us for over 40 years.

“Hire great people. Train them well. Pay them well.  
Get out of their way...”

In 1985, Mike Connolly joined the Windermere family and opened the eighteenth office known today as Windermere Real Estate / Central, Inc. located on Market street in beautiful Kirkland. With a vision to create an office for his agents that advocated collaboration, camaraderie, and the Golden Rule, Mike was diligent in hiring the best people and giving them the best tools and resources for the job. That vision continues today, and Windermere Kirkland has grown to more than 50 agents who are known in their communities as industry experts, providing unrivaled real estate experiences for their clients.





# EXPECTATIONS

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What do you expect? What do we expect? Here are some of the basics:

YOU can expect that you will always have the best possible tools, resources and support for the job. We commit to providing you with cutting edge technology and methodologies to truly succeed and grow your business. You will enjoy a state-of-the-art office with attractive, functional spaces for both you and your clients. You can also expect that when you say the name Windermere Kirkland to folks you encounter, they will know immediately that the office you belong to is one of professionalism and stature. And of course you can expect that we'll be there every step of the way to train, educate, and motivate you towards achieving your goals.

WE expect that you always put your clients first, be professional, and contribute to other's success. Additionally, that you operate with integrity, courage and character. The Golden Rule truly is our mantra, and we believe that by operating with this mindset, the possibilities are endless!







# TOOLS

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Individual agent websites, personalized CRMs and access to the best technology is only the beginning when it comes to the tools provided by the Windermere system. Here is a brief overview of the many options available to help you succeed:

## Marketing Tools

- We offer a vast library of property brochure templates, flyers, and postcards
- Our automated client contact system makes it easy for you to keep in touch with your sphere
- Personalized active and passive marketing strategies

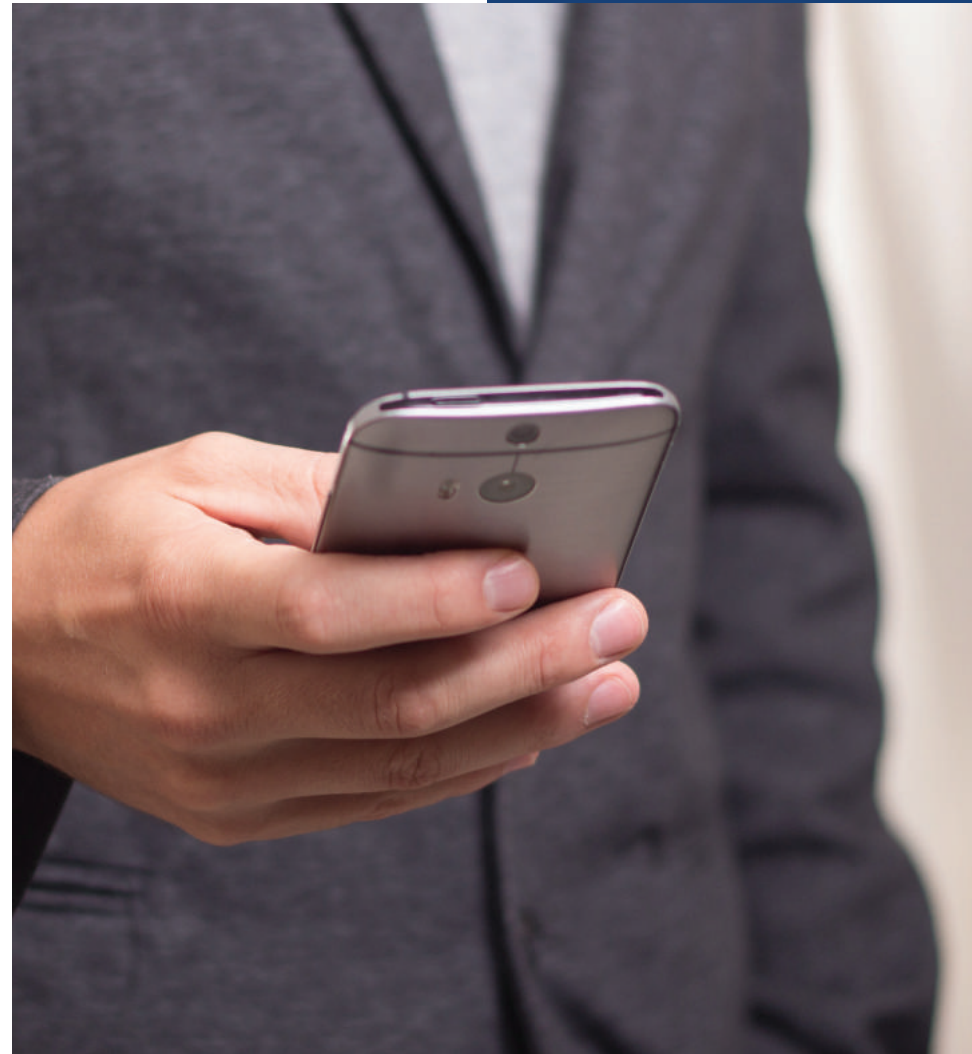


## Technology Tools

- Moxi Works: our proprietary productivity system allows brokers to manage their business and daily tasks more efficiently
- MoxiPresent: our proprietary desktop and tablet buyer/seller presentation tool
- Customizable “Plug and Play” mobile-friendly broker and office websites
- Microsoft Exchange email system with extensive storage

## Professional Development Tools

- Ninja Selling sales and relationship methodology coaching program with proven results for success
- Pro-Start
- Continuing education courses
- Track to Success Plus







# RESOURCES

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With a host of resources at your disposal, you will never feel lost. Whatever you're out to achieve, we're here to help you.

## **Leadership**

Under the direction of Mike Connolly, you will always be up to date with current market trends and changes in Washington State Real Estate Practices. Having served as a board member of the NWMLS, Windermere's appointed representative to the National Association of Realtors® Board of Directors, and locally a committee member of the Kirkland Chamber of Commerce planning and policies committee Mike continuously keeps his skills sharp by staying up to date and in the know.

## **Track to Success & Track to Success Plus**

The perfect start for the new-to-the-business broker. Program includes: Windermere Orientation, Pro-Start, Ninja Installation and Track to Success Plus.

## **Camaraderie**

It is rare to find a group of brokers who are so willing to help each other in every way imaginable. Have a quick question? Don't ever hesitate to ask whoever is around. Need advice when it comes to pricing a new listing? Not a problem. With years of cumulative experience, Windermere Kirkland prides itself on being a friendly, collaborative office full of energy and resource.

## **In-House Business Planning & Development**

No matter what your goals are, you are sure to achieve them with an in-house business strategist and coach. Your needs and wants will always be addressed personally and effectively.



# SUPPORT

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Making sure that our brokers have all of the best resources for their real estate toolbox is what we're all about. To ensure that every aspect is covered, our staff provides total support ranging from technology to business planning & coaching so that you are equipped to take your business to the next level no matter where you are in your career. Here is a brief overview of the different roles played by members of the Windermere Kirkland team:

**Broker Services** | Overseeing the day-to-day operations, office logistics, as well as project creation and implementation.



**Broker Technology** | Offering training, education and support for Windermere tools, computing, mobile technology and graphic design.

**Listing & Transaction Coordinator** | Providing support from start to finish for all new listings and transactions. Also featuring a paperless office with easy access to transaction documents and contacts.

**New Broker Partnership** | Forging relationships with established industry professionals to provide hands on training and mentorship for new brokers.

**Community & Broker Development** | Providing business development strategies as well as opportunities for growth and connection in the local community.

**Onsite Penrith® Home Loans Mortgage Consultant** | Offering competitive programs and pricing combined with superior service and communication every day, with every client on every loan.

For more information, contact:

Jennifer Burton, NWMLS ID# 95736

425.822.8238 | 737 Market St, Kirkland, WA 98033





# WE ARE KIRKLAND

The We Are Kirkland campaign highlights our agents and their local expertise on all things involving living, working and playing in Kirkland, Washington. Components include unique client and resident events, concentrated hyper-local information on the WeAreKirkland.com website, and cultivated relationships throughout the Kirkland community.



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## WINDERMERE KIRKLAND

737 Market Street  
Kirkland, WA 98033

425.823.4600 | [kirkland@windermere.com](mailto:kirkland@windermere.com)

[www.wearekirkland.com](http://www.wearekirkland.com)  
#wearekirkland #windermerekirkland

MIKE CONNOLLY, Owner

C: 425.765.2397  
[mconnolly@windermere.com](mailto:mconnolly@windermere.com)

