

PRODUCTIVITY COACHING 2.0

THE FUTURE OF LAUNCHING CAREERS HAS ARRIVED

*a Scalable Coaching Solution
for Modern Market Centers*



TESTIMONIALS

What Coaches Have to Say



Jamie Parrett

Our office was experiencing a 47% attrition rate. After we started requiring all of our agents to go through the RAMP UP program, we saw our attrition drop to 8%



April Todd

87% of the agents who graduate RAMP UP, receive their first transaction while they are enrolled in the program.



Jackson Seas

Taking this as office leadership, I thought I wouldn't be doing a large portion of the activities since I'm not an agent. Turns out, this program can be used by just about anyone. Doing activities that help build your foundation as a professional and as a businessperson has been great for me!



Ashleigh
Difilippantonio

This training has allowed me to better define how I intend to coach and what kind of coach I will be. This training not only made me not only a better coach, but a better person. If you want to take yourself to the next level and learn how to be a better coach, take this course.



Lorrie Barnwell

Without hesitation I can say that the Certified RAMP UP Coach Training is the most productive experience I've had in my seven years with KW - life changing.



Ben Jones

This was one of the most powerful courses I've attended. I'm truly understanding how to move from "trainer" to "coach" to make sure I'm helping my clients become the best real estate professionals they can be.



Lexy Robinson

One of the best trainings I have been to. Being able to connect and see how others are implementing and leveraging RAMP UP to do less training and more coaching was exactly what I was looking for. The team was great to work with and made the certification engaging and fun.



Nice to meet you.

There's a new way to help agents launch their careers and get into production faster at Keller Williams.

My name is Chad Peevy, and I'm excited to introduce you to **RAMP UP** and **Centralized PC**.

You've worked hard to recruit agents who trust Keller Williams as the place where entrepreneurs thrive. **RAMP UP** helps you deliver on that promise by equipping agents with the tools and structure to hit the ground running and build momentum quickly.

RAMP UP is a comprehensive, research-based, 8-week curriculum that:

- **Enhances Recruiting** by offering a proven, on-demand program that gets new agents into production faster. With flexible, self-paced learning, agents can start anytime – and is perfect for both full-time and dual-career agents.
- **Increases Retention** by providing a clear, actionable plan with set expectations. Agents always know their next steps, keeping them engaged and progressing.
- **Drives Productivity** by focusing on both personal growth and business fundamentals.
- **Utilizes Gamification** to make the business launch process fun and engaging.

For those market centers that need maximum support, **Centralized PC** is a streamlined, scalable solution that allows you to maintain a high standard of agent development and increase agent access to coaching solutions, without overwhelming leadership or existing coaches.

- **Massively Expands Your Wall-of-Value** by allowing you to scale your coaching program even if your market center has limited internal resources or coaching capacity.
- **Supports Local Coaches and Mentors** by enabling local coaches and mentors to focus on critical local matters such as contracts, regulations, inventory, and building relationships.
- **Provides Critical Leverage for Leadership** by offering a complete coaching solution, even for market centers without a dedicated coach. Centralized PC fills the gap, allowing you to maintain agent development without overburdening leadership or stretching internal resources.

With both programs, market center leadership gains unmatched transparency, accountability, leverage, and scalability. You'll have unparalleled visibility into agent activities, empowering informed decisions and providing targeted support through actionable data and insights.

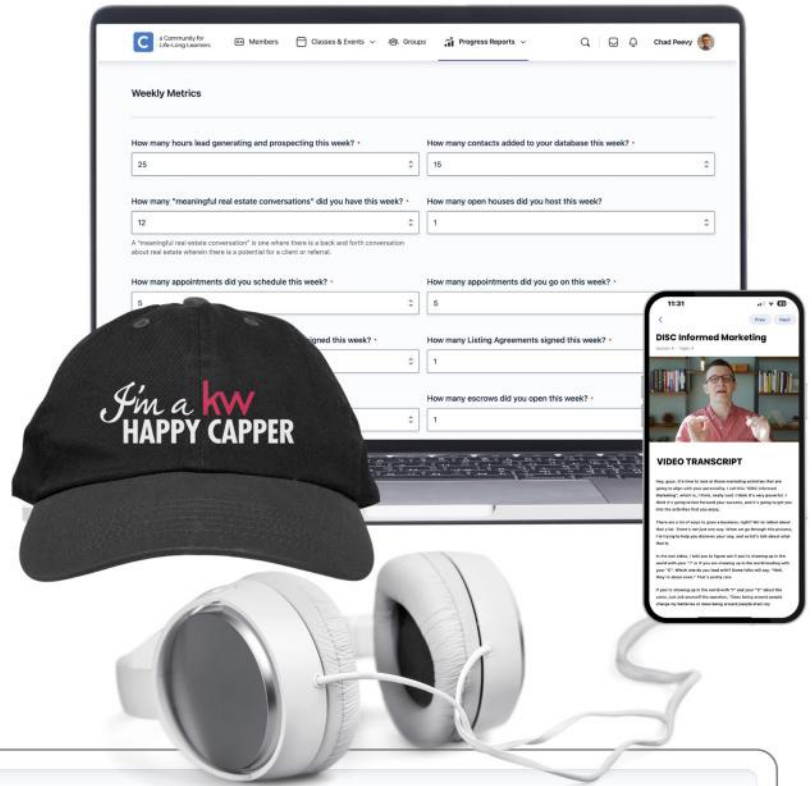
I look forward to partnering with you to help your agents reach their fullest potential. For more information, visit TheAgentSchool.com, call or text me at (408) 256-2038.

Let's thrive!

Chad Peevy
Founder, The Agent School

What Is RAMP UP?

RAMP UP is a comprehensive, new agent launch program designed to accelerate an agents' success in today's competitive real estate market. It offers a blend of on-demand learning, interactive coaching, gamification, and engaging tools to ensure agents are equipped to thrive.



Your RAMP UP Progress Map

WEEKLY COURSE PROGRESS

To stay on track, complete the following tasks during the assigned week. You may go forward or go back to watch any lesson. All course videos must be watched in order to graduate RAMP UP.

1

Introduction

100%

SHOW DETAILS

People who have earned this:

2

1: Goal Setting

45%

HIDE DETAILS

11 Steps

EARN YOUR BADGES

Badges are earned by completing the required associated tasks. You may work on these tasks simultaneously. All badges must be earned in order to graduate RAMP UP.

REALTOR® Ready

5%

SHOW DETAILS

1

Contract Ready

0%

SHOW DETAILS

2

Open House Ready

33%

SHOW DETAILS

3

So Much More Than a Course



Online Course



Group Coaching



Mobile App



Gamification



Daily Text Messages



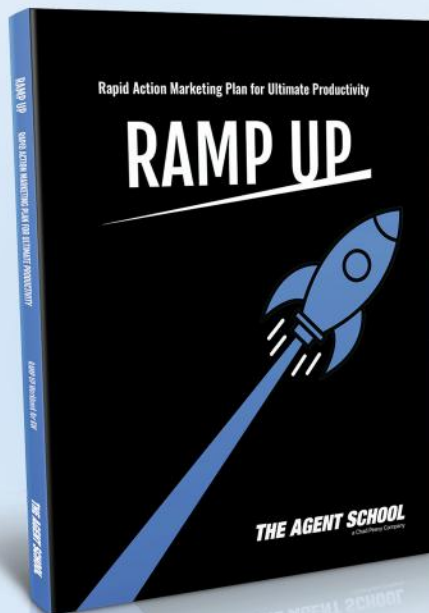
Progress Map



RAMP UP Radio Podcast



Community



What Makes RAMP UP Different?

RAMP UP redefines what agent training can be by combining flexibility, personalization, gamification, engagement, and comprehensive support into one powerful program. It's not just about learning—it's about launching agents into a successful, sustainable real estate career with confidence and momentum.

On-Demand,
Flexible
Learning

Research-
Based, Proven
Curriculum

Personalized
Development
with DISC+

Gamification &
Engagement

Real-Time
Reporting and
Transparency

Comprehensive
Support
Ecosystem

Scalability and
Leverage for
Market Centers

Featuring
Keller Williams'
Top Agents

A Track Record of Success:

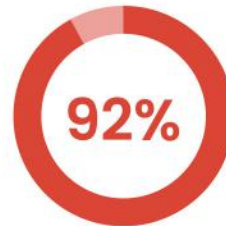
Closings Earned



Listings Taken



Graduation Rate



Offers Written



Numbers reflect graduating agents who achieved this goal within 90 days of the program.

DISC+

for Real Estate Professionals

The DISC+ Assessment is a cutting-edge personality evaluation tool designed exclusively for real estate professionals. Building upon the foundations of the traditional DISC assessment, the DISC+ offers an enhanced, industry-specific approach to understanding and leveraging personality traits for success in real estate.



Every DISC+ includes each of these customized sections tailored to your personality type:

- ✓ Your Personality Type Overview
- ✓ How Your Personality Type Makes You a Great REALTOR®
- ✓ Coach-Friendly Results Validation
- ✓ Understanding Your Communication Style
- ✓ Lead-Generating Activities Suited to Your Personality
- ✓ How to Structure Your Day for Maximum Lead-Gen
- ✓ Your Strengths as a Team Agent
- ✓ Your Strengths as a Solo Agent
- ✓ How Coaching Can Benefit Your Personality Type
- ✓ What to Look for in a Coach
- ✓ Your Personality Type Value to Home Buyers
- ✓ Your Personality Type Value to Home Sellers
- ✓ Industry Careers Suited to Your Personality Type

a Clear Path to Success

Gamified Learning for Lasting Impact

The RAMP UP program is a thoughtfully designed, strategic approach to agent development that blends structured weekly lessons with an engaging, gamified badge system.

Each week, agents work through a well-defined curriculum to build key skills while simultaneously pursuing badges that go beyond weekly requirements, creating leverage and deepening their expertise over time.

The program's simplicity and clarity ensure agents stay focused, motivated, and on track, while the gamified elements foster a fun (*and competitive*) learning journey that keeps them engaged as they master their craft.



Take the Course

Each week, agents complete online lessons that align with the weekly curriculum, providing structured learning to build essential skills step-by-step.



Lessons Include:

- Program Overview
- CAMPUS Tour
- Accountability Partner



Lessons Include:

- Life Vision Exercise
- Real Estate Calculator
- Setting Your Intent
- M.A.P. (4-1-1)
- Time Blocking



Lessons Include:

- Take a DISC+
- DISC+ Marketing Plan
- List, Prioritize, Focus
- G.P.S.



Lessons Include:

- Gary & The Box
- 36-Touch
- Ideal Client Life-cycle
- 7 C's



Earn the Badge

Badges represent key achievements earned as agents implement what they've learned. Gamification encourages action and rewards agents for applying their skills in real-world scenarios.



Badge Objective:

- Ensure agents are set up with key tools and essential steps to confidently begin their real estate business.



Badge Objective:

- Prepare agents to understand and confidently complete purchase agreements through mentor-guided practice.



Badge Objective:

- Train agents through hands-on shadowing, and equip them with best-practices coursework to confidently host open houses.



Badge Objective:

- Guide agents to compile their contacts into a CRM and launch campaigns to engage their network effectively.



Good Habits

Ongoing essential activities that drive success. Helping agents develop discipline, improve their skills, and stay connected with a supportive community.

Scripts & Dialogue

Agents learn a new script each week that aligns with the weekly curriculum. Through regular practice with an accountability partner and real-world application, agents refine their dialogues to effectively engage clients and grow their business.

*Agents can further enhance this skill by attending the weekly Scripts and Dialogue group meetings.

Community

- Weekly Group Accountability Session
- Weekly Scripts & Role Play Session*
- Weekly Marketing & Lead Gen Masterclass*
- Weekly Accountability Partner Meeting
- Weekly Mentor Meeting

Supplemental Materials



Agents are assigned a weekly reading from the MREA book. The selection aligns with the RAMP UP curriculum to support their learning and application of key concepts.



Each week, agents are assigned an episode of our private podcast, *RAMP UP Radio*. Interviews feature agents who are successfully applying RAMP UP concepts in their business.

*Centralized PC Only



Lessons Include:

- Ideal Client Profile
- Defining Your FARM
- Conversion Campaign
- 19-Direct
- Buyer 8x8
- Seller 8x8



Lessons Include:

- Write Your 3 Bio's
- Value Proposition
- "What do you do?"



Lessons Include:

- DISC+ Conversations
- Transactional Analysis



Lessons Include:

- 150 Monkeys in Cyberspace
- Social Business Pages
- 5-3-2 Rule
- Review Exchange



Lessons Include:

- AI Marketing
- AI Analysis
- AI Graphs
- AI Role Playing
- Plug-in to KW



Badge Objective:

- Empower agents to plan and execute an event tailored to their unique personality traits and professional approach.



Badge Objective:

- Recognizes agents for successfully planning and independently hosting an open house.



Badge Objective:

- Acknowledge agents for meeting key market center contacts and understanding their roles and responsibilities.



Badge Objective:

- Recognize agents for successfully completing all requirements of the Ignite program.



Badge Objective:

- Recognize agents for successfully completing all components and requirements of the RAMP UP program.



8-Weeks to RAMP UP

Each week, agents complete online lessons that align with the weekly curriculum, providing structured learning to build essential skills step-by-step.



- Program Overview
- Earning Badges
- Progress Reports
- CAMPUS Tour
- Weekly Accountability Session
- Add Weekly Accountability Sessions to Calendar
- Accountability Partner
- RAMP UP Radio
- Get a RAMP UP Workbook
- Download the CAMPUS App to your Mobile Device
- Find an Accountability Partner
- Attend Team Meeting at Market Center
- Read MREA, Pages: 31-66
- Read MREA, Pages: 253-263
- Read MREA, Pages: 289-312
- Read MREA, Pages: 328-329
- Read MREA, Pages: 334-335
- Successfully Complete Introduction Assessment
- Submit Weekly Progress Report



- Life Vision Exercise
- Complete Your Life Vision Exercise
- Setting Your Intention
- **Real Estate Economic Calculator**
- **M.A.P. (4-1-1)**
- **Complete Your M.A.P.**
- **Time Blocking**
- Time Block Your Week
- **Understanding TCPA/Do Not Call Compliance**
- **Conversation Framework of the Week: Fix-It Referrals**
- In-Action: Contact Sphere Using "Fix-It Referral" Script
- Meet with Your Accountability Partner
- Meet with Your Mentor
- Attend Weekly Group Accountability Session
- Send 10 Handwritten Note Cards
- Preview 12 Properties
- Attend Team Meeting at Market Center
- **Read MREA, Pages: 119-152**
- **Read MREA, Pages: 321-345**
- **Read MREA, Pages: 344-345**
- Successfully Complete Week 1 Quiz
- Post Your 'Aha' for this Week on CAMPUS Dashboard
- Submit Weekly Progress Report



- Set Your Intent for the Week
- Time Block Your Week
- **DISC+ Assessment**
- **Take Your DISC+ Assessment**
- **DISC+ Validation**
- **Validate DISC+ with Accountability Partner**
- **DISC Informed Marketing**
- **Master the Rule of 5 with Gary Keller**
- **List, Prioritize, Focus**
- **Complete Your "List, Prioritize, Focus" Exercise**
- **Goals, Priorities, Strategies | GPS**
- **Complete Your GPS**
- **Conversation Framework: LTP MAMA**
- Meet with Your Accountability Partner
- Meet with Your Mentor
- Read MREA, Pages: 67-118
- Attend Weekly Group Accountability Session
- Send 10 Handwritten Note Cards
- Preview 12 Properties
- Attend Team Meeting at Market Center
- **Read MREA, Pages: 323-325**
- Successfully Complete Week 2 Quiz
- Post Your 'Aha' for this Week on CAMPUS Dashboard
- Submit Weekly Progress Report



- Set Your Intent for the Week
- Time Block Your Week
- **Gary and the Box**
- **Fill the Database with Gary Keller**
- **Feed Your Database**
- **Ideal Client Life-cycle**
- **7 C's**
- **Conversation Framework: CHECK IN Method**
- Meet with Your Accountability Partner
- Meet with Your Mentor
- Attend Weekly Group Accountability Session
- Send 10 Handwritten Note Cards
- Preview 12 Properties
- Attend Team Meeting at Market Center
- **Read MREA, Pages: 342-343**
- Successfully Complete Week 3 Quiz
- Post Your 'Aha' for this Week on CAMPUS Dashboard
- Submit Weekly Progress Report



- Update Your MAP
- Set Your Intent for the Week
- Time Block Your Week
- **Introduction to Farming**
- **Define Your FARM**
- **Complete "Define Your FARM" Exercise**
- **19-Direct Campaign**
- **Complete "19-Direct Campaign" Exercise**
- **First Prospect Romance**
- Meet with Your Accountability Partner
- Meet with Your Mentor
- Attend Weekly Group Accountability Session
- Send 10 Handwritten Note Cards
- Preview 12 Properties
- Attend Team Meeting at Market Center
- **Read MREA, Pages: 317-218**
- Successfully Complete Week 4 Quiz
- Post Your 'Aha' for this Week on CAMPUS Dashboard
- Submit Weekly Progress Report



- Set Your Intent for the Week
- Time Block Your Week
- **Create Your Value Proposition with Gary Keller**
- **Define Your Value Proposition**
- **Write Your Value Proposition**
- **Ideal Client Profile**
- **Create Your Ideal Client Profile**
- **"What Do You Do?"**
- **RAMP UP Radio: [INTERVIEW] Seller Prospecting RAMP UP Radio: [INTERVIEW]: Working with Investors**
- Meet with Your Accountability Partner
- Meet with Your Mentor
- Attend Weekly Group Accountability Session
- Send 10 Handwritten Note Cards
- Preview 12 Properties
- Attend Team Meeting at Market Center
- **Read MREA, Pages: 217-228**
- Successfully Complete Week 5 Quiz
- Post Your 'Aha' for this Week on CAMPUS Dashboard
- Submit Weekly Progress Report



- Set Your Intent for the Week
- Time Block Your Week
- **Communicating with the DISC Personality Types**
- **Transactional Analysis**
- Meet with Your Accountability Partner
- Meet with Your Mentor
- Attend Weekly Group Accountability Session
- Send 10 Handwritten Note Cards
- Preview 12 Properties
- Attend Team Meeting at Market Center
- Successfully Complete Week 6 Quiz
- Post Your 'Aha' for this Week on CAMPUS Dashboard
- Submit Weekly Progress Report



- Set Your Intent for the Week
- Time Block Your Week
- **150 Monkeys in Cyberspace**
- **Social Business Pages**
- **5-3-2 Rule**
- **Customer Review Sites**
- **Social Review Exchange with Accountability Partner**
- **Social Review Exchange for Market Center**
- **Social review Exchange with Coaching Cohort**
- **3 Professional Bios**
- **Write Your Full Bio**
- **Write Your Mini-Bio**
- **Write Your Micro-Bio**
- **Upload Your Bios to Appropriate Places Online**
- **Update "Where You Work" Where Appropriate**
- **Social Media - Brand Marketing**
- **Social Media - Paid Advertising**
- Meet with Your Accountability Partner
- Meet with Your Mentor
- Attend Weekly Group Accountability Session
- Send 10 Handwritten Note Cards
- Preview 12 Properties
- Attend Team Meeting at Market Center
- Successfully Complete Week 7 Quiz
- Post Your 'Aha' for this Week on CAMPUS Dashboard
- Submit Weekly Progress Report



- Set Your Intent for the Week
- Time Block Your Week
- **Creating SmartPlans in Command**
- **AI for Marketing**
- **AI for Analysis**
- **AI for Graphs**
- **AI for Role Playing**
- **Plug-In to KW Communities**
- Meet with Your Accountability Partner
- Meet with Your Mentor
- Attend Weekly Group Accountability Session
- Send 10 Handwritten Note Cards
- Preview 12 Properties
- Attend Team Meeting at Market Center
- Successfully Complete Week 8 Quiz
- Post Your 'Aha' for this Week on CAMPUS Dashboard
- Submit Weekly Progress Report



Collecting CAMPUS Coin

Exclusively available to Centralized PC market centers, CAMPUS Coins are automatically accumulated as agents progress throughout the RAMP UP journey. Coins are earned as agents complete key milestones, activities, and earn badges.

CAMPUS coins can be redeemed for one-on-one coaching sessions with a Certified RAMP UP Coach - after the agent's first transaction. This program fosters a culture of achievement, where agents earn personalized support by first demonstrating their commitment and effort.



Earning Badges



- Setup Google Calendar
- Subscribe to Market Center Calendar
- Setup Quarterly Reminder to Pay Self-Employment Taxes
- Attend Local Board of REALTORS Orientation (MLS Board)
- Confirm Your Local MLS Membership
- Confirm that you can access your local contracts/forms
- Attend Market Center Orientation
- Register for RAMP UP Weekly Accountability Session on CAMPUS Calendar
- Purchase Millionaire Real Estate Agent
- Purchase The One Thing
- Purchase Box of Blank Note cards
- Purchase Business Cards
- Setup Your Email Signature on @KW Email Address
- Get a Professional Headshot
- Purchase Your Personal Domain and Point to Website
- Download KW Command App
- Download KW Consumer App
- Connect with Chad Peevy on Social Media
- Connect with Market Center Leadership on Social Media
- Subscribe to Keller Williams Realty on YouTube
- Listing Presentation Framework
- Buyer Consult Package
- Order/Create Listing Presentation Framework
- Create Your Buyer Consultation Package
- Read MREA, Pages: 321-345
- Read MREA, Pages: 344-345



- Pull Your Database Together
- Export all Contact From Your Phone
- Import Contacts from Phone Export to Command
- 36-Touch / Long-Term Nurture
- Create Your 36-Touch Campaign
- Introduction to Conversion Campaigns
- Campaign Flow
- Buyer 8x8
- Create Your Buyer 8x8
- Seller 8x8
- Create Your Seller 8x8



- Complete a Fact Sheet for Your Mentor
- Submit a Fictional Purchase Agreement to Your Mentor
- Review Fictional Purchase Agreement with Your Mentor
- Creating Your "Complete File" Checklist
- Create Your "Complete File" Checklist



- RAMP UP Radio: Keys to Open House Success
- Conversation Framework: Open House Door Knocking
- Conversation Framework: at the Open House
- Conversation Framework: Setting the Buyer Consultation
- Conversation Framework: Setting the Listing Appointment
- Conversation Framework: Open House Follow-Up
- Shadow an Open House with Experienced Agent (x3)



- Locate "Keller-isms" in the Back of Your Workbook
- History of KW with Gary Keller
- Attend an ALC Meeting and Meet Members
- Meet Your Team Leader
- Meet Your MCA (Market Center Administrator)
- Meet Your ASC (Agent Services Coordinator)
- Meet Your DOFI (Director of First Impressions)
- Meet a Mortgage Partner
- Go Meet a Mortgage Partner
- Go Meet a Title Company Rep



Empowering Leadership

RAMP UP offers leadership unparalleled transparency and control through our **Coaches Hub**.


This powerful tool allows you to monitor overall program performance and track each agent's progress in real-time. With the ability to drill down to individual agent activity, leadership can make data-driven decisions and provide targeted support where it's needed most.

Our proprietary technology delivers real-time updates to mentors, coaches, and agents, ensuring everyone stays informed and connected. The built-in **attendance** tool helps you track participation in live classes, providing additional insight into agent engagement and commitment.

With **RAMP UP**, leadership gains the leverage to scale coaching efforts, while maintaining accountability and driving agent success.

The Hub Gives Coaches Access to These Resources and More:






- ✓ Progress Reports
- ✓ Course Progress Tracker
- ✓ QR Code Attendance Tracker Tool
- ✓ Cumulative Group Metrics



Welcome Chad Peevy
to your PC Coach Hub

COMPLETE YOUR PROFILE
53% Complete
[Complete Profile >](#)

My Groups

-  **MAGC Community**
active 5 days ago
-  **Keller Williams Advisors**
active 2 weeks ago
-  **Keller Williams Palo Alto**
active 2 weeks ago
-  **Keller Williams Fremont**
active 4 weeks ago
-  **Keller Williams SoCal**
active 4 weeks ago

Attendance Records

Market Center Number: Name: Date: Class / Event:
[Search](#) [Enable Inline Edit](#)

Copy	CSV	Excel	PDF	Print	Show 25 entries
Date	Market Center	Class / Event	Name		
08/16/2024	505 Palo Alto	KW Palo Alto Productivity Coaching Meeting	Chad Peevy		
08/16/2024	505	KW Palo Alto Productivity Coaching Meeting	Chad Peevy		
08/16/2024	505	KW Palo Alto Productivity Coaching Meeting	Chad Peevy		
08/16/2024	505	KW Palo Alto Productivity Coaching Meeting	Chad Peevy		
08/16/2024	12345	KW Palo Alto Productivity Coaching Meeting	Sebastian Wiz		
08/16/2024	12345	KW Palo Alto Productivity Coaching Meeting	Sebastian Wiz		
Date	Market Center	Class / Event	Name		

Showing 1 to 6 of 6 entries [Previous](#) [Next](#)

[QR Reader App](#) [View Attendance Records](#)



Easy Reports

Coaches receive real-time weekly progress reports directly to their inbox. This allows you to know exactly where your agents stand in the process. Enhanced reporting leads to more effective coaching conversations and better outcomes for your agents.



Communication

Streamline your communication by bringing your agents together in one place. No more fragmented Facebook groups or Slack channels. With our integrated group and messaging system, you can easily stay connected with your agents in one centralized platform.



Masters Of Mindset Design

When your income relies on others performing at their best, you deserve the most effective, research-backed methods to help them achieve breakthroughs and unlock their full potential. That's why we include coaches membership to the Masters of Mindset Design Program.



Unparalleled Transparency

Monitor how your program impacts company dollar, track your agents' transactions, and anticipate your earnings. With agents self-reporting their progress each week, you'll stay informed and in the know.





A Powerful Recruiting Tool

RAMP UP sets your market center apart by offering new agents a proven path to success from day one. With an established, research-based 8-week curriculum, agents can quickly get into production and build momentum, making your market center more attractive to top-rising talent.



Meeting Agents Where They Are

By offering RAMP UP, you're providing a structured, supportive program that gives recruits confidence in their ability to succeed.

The program's flexibility, with on-demand learning and weekly group coaching, is perfect for both full-time and dual-career agents, allowing them to thrive at their own pace.



A Game-Changer for Agent Retention

RAMP UP provides agents with the structure, support, and accountability they need to stay engaged and committed to their success.

By offering a clear, actionable plan that sets expectations and tracks progress, agents always know their next steps, keeping them motivated and on course.



Know the Destination

Gamification elements and progress tracking tools give agents a sense of accomplishment at every stage, reinforcing their commitment to your market center. RAMP UP creates an environment where agents not only succeed but thrive—making it a powerful tool for retention and fostering long-term growth within your team.

Need More Leverage?

Centralized Productivity Coaching

Centralized PC is a streamlined, scalable solution that allows market centers to maintain a high standard of agent development without overwhelming leadership or existing coaches.

By outsourcing productivity coaching to The Agent School, your team can focus on what they do best—guiding agents and closing deals—without getting bogged down in system creation, content development, and administrative tasks.

With Centralized PC, existing coaches can devote their energy to helping agents grow, leveraging their expertise and passion as real estate professionals. They no longer have to manage the operational side of coaching, freeing them up to focus on the areas where they truly excel.

For leadership, Centralized PC offers the benefit of standardization and consistency across your coaching program. Whether you're managing a single market center or a group of centers, this program provides a reliable structure that ensures every agent receives the same high-quality coaching experience.

Leverage and Scalability:

As your agent base grows, Centralized PC scales effortlessly, ensuring every agent receives quality coaching without overwhelming your current resources.

Focused Leadership and Coaches:

Leadership can focus on strategic priorities, while local mentors and coaches can dedicate themselves to helping agents succeed—without the burden of creating systems, content, or operational logistics.

Consistency and Standardization:

Centralized PC creates a uniform approach to coaching, providing consistency across market centers, which is particularly beneficial for multi-center leadership teams.

Transparency for Leadership:

The Coaches Hub provides full visibility into agent progress, performance metrics, and attendance. Real-time data allows leadership to make informed, targeted decisions.

Pay-for-Performance Model:

The majority of program's cost is tied directly to agent transactions, ensuring market centers only invest when agents are succeeding.

Stability and Support:

Centralized PC offers a consistent coaching experience, ensuring agents receive high-quality support, regardless of internal staff changes or market center size.

Finding Your Best Solution



FOR AGENTS	RAMP UP Subscription	Centralized PC Membership
RAMP UP Online Course	✓	✓
Weekly Group Accountability Coaching	✓	✓
Accountability Partner	✓	✓
DISC+ for Enrolled Agents	✓	✓
CAMPUS Community	✓	✓
RAMP UP Radio Podcast	✓	✓
Week-over-Week Effort Tracking	✓	✓
Program Gamification	✓	✓
Daily Motivational Text	✓	✓
Weekly Scripts & Role Play		✓
Weekly Marketing & LeadGen Masterclass		✓
1-1 Meetings with Coach*		✓

**agents must have closed at least one transaction and spend their accumulated CAMPUS Coins for sessions.*

FOR COACHES	RAMP UP Subscription	Centralized PC Membership
Progress Reports Delivered to Your Inbox	✓	✓
Compare Progress Across All Your Agents	✓	✓
Overall Program Tracking	✓	✓
Course Progress Visibility	✓	✓
Masters of Mindset Design Program	✓	✓
Certified RAMP UP Coach Training	✓ + Tuition	✓
RAMP UP Coach Workbook	Available for Purchase	✓
Messaging via CAMPUS App		✓
Private Onboarding & Orientation		✓
Coaches' Mastermind		✓

FOR MARKET CENTER	RAMP UP Subscription	Centralized PC Membership
Recruiting / Marketing Material	✓	✓
Step-by-Step Roll-Out Plan / One-Pagers	✓	✓
Private CAMPUS Group		✓
Post to CAMPUS Calendar		✓
QR Code Attendance Management Tool		✓
"Happy Capper" Hats for Cappers	Available for Purchase	✓
Cost Structure	Flat Fee	Flat Fee + per Transaction Fee

TESTIMONIALS

Agents Say It Best



Preet Ballagan

This program was the best thing that has ever happened to me since joining KW. I finally understood The One Thing, and how it must be done in the morning before any other activity. This program taught me how to "front-load" your day, week, month, and year to keep moving. "The discipline gives you the freedom" is so very true!



Dan Silvert

The program was really helpful in that I was able to link up with Dianna and Jed who will be colleagues/accountability partners for years to come. I liked that the focus was partly on processes/admin and partly on mindset. Others should enroll because it's a jump start to your career for early career agents and a chance to refine your processes/figure out your strengths and weaknesses for (early)-mid career agents.



Bryan Duong

I think all agents should do this program. If you're new, it builds a strong foundation. If you're seasoned, it will fill in the gaps in areas you don't realize you were missing.



Julie Li

I like networking with other KW agents through this program. The DISC test is the part I like the best. I've learned a lot about myself which I haven't been even aware of before. I recommend this program to newer and established agents because we can keep each other accountable for 8 weeks or more after.



Alex Kim

I enjoyed how we can go back to review the videos as it's pre-recorded. Others should enroll in the program to build a good foundation and stay accountable or keep track of your activities.



Phoebe Lao

I love how committed my Accountability Partners are in RAMP UP! We were really able to commit to lead generation goals and support each other as we progress through the course. The program also has a lot of steps to set up our basic systems and tools as a real estate agent. But I especially love the DISC assessment and DISC-informed marketing part, and it opened my eyes to different ways of marketing that work for me. I would definitely recommend this to new agents!



Ryan Porter

I truly appreciate the realistic approach that was given in the course. Focusing on my numbers



Griselda Calipes

Ramp up is what I wish I had access to when I first started at another brokerage as a new agent 15 years



Jed Inductivo

I really looked forward to the weekly calls. Great check on your



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