



**BUILT BY AGENTS.**

**FOR AGENTS.**

## Mission

To build **CAREERS** worth having,  
**BUSINESSES** worth owning  
and **LIVES** worth living.

## Vision

To be the real estate **COMPANY OF CHOICE**.

## Perspective

Keller Williams thinks like a top producer,  
acts like a trainer-consultant, and focuses all  
its activities on **SERVICE**,  
**PRODUCTIVITY** and **PROFITABILITY**.

## Values

GOD | Family | Business

## Keller Williams Belief System WI4C2TS

**Win-Win:** or no deal

**Integrity:** do the right thing

**Customers:** always come first

**Commitment:** in all things

**Communication:** seek first to understand

**Creativity:** ideas before results

**Teamwork:** together everyone achieves more

**Trust:** starts with honesty

**Success:** results through people

## MAKE MORE HERE.

**NATIONWIDE  
REFERRAL  
NETWORK**

**MARKETING +  
SOCIAL MEDIA  
SERVICES**

**COMPLETE 7 DAY  
BROKER SUPPORT**

**MULTIPLE LEAD  
SOURCES**

**AI SMARTPLAN  
CRM/DATABASE  
LEAD PLATFORM**

**PROFIT SHARE + 100%  
COMMISSION MODEL**

**AWARD WINNING &  
PROVEN COACHING &  
TRAINING**

**JOIN OUR MASTERMINDS  
UNMATCHED  
COLLABORATIVE CULTURE**

**BUILT BY AGENTS, FOR AGENTS.  
WORLD CLASS SUPPORT FOR A CAREER WORTH HAVING.**

## EXECUTIVE LEADERSHIP TEAM

### JIM CROTWELL

As your Operating Principal (OP) and Team Leader (TL) Jim is both Chairman of the Board of Owners/Investors and CEO of the Market Centers responsible for Vision and Growth for all those in business with us.

**CEO  
Operating Principal**

jimcrotwell@kw.com  
562.810.8020

### JENNIFER BROWN

As your Broker of Record Jennifer brings over 25 years of California Real Estate Brokerage experience and expertise to the team. She, along with her support team (Kelli Duenas & others), provide up to date education and coaching on all steps of the real estate process.

**Broker of Record  
Compliance/Legal**

jbrownkw@kw.com  
562.577.9958

### MELODY GARNER

As your Market Center Administrator (MCA) Melody handles all things financial and commission related. She is our CFO.

She also coaches and consults agents in running a proper P&L for their businesses.

**CFO  
Market Center Administrator**

klrw776@kw.com  
858.262.0510

### JAYLENE WELCH

As your General Manager and Director of Agent Services based in the Big Bear Market Center, Jaylene runs the daily operations and is a resource for all things KW. You will hear from her almost daily regarding events, classes and resources. She also offers a menu of Marketing Services and Resources to grow your business.

**General Manager  
Director of Agent  
Services in Big Bear**

jaylenewelch@kw.com  
909.805.4141

### KELLI DUENAS

As your Broker Liaison, Kelli brings expertise in all things contract related. She teaches contracts weekly and is available for 1 to 1 contract consultation and help. Kelli also sits on the California Board of Real Estate Professional Standards & Ethics and is a certified Mediator for the CA Department of Real Estate.

**Broker Liaison  
Contracts Support  
and Education**

jimcrotwell@kw.com  
562.810.8020

### DESTINEY ROXBURGH

As your Director of Agent Services & Marketing Coordinator Destiney is based in the Lake Arrowhead Market Center. She runs the daily operations in Lake Arrowhead and is a resource for all things KW. You will hear from her almost daily regarding events, classes and resources. She also offers a menu of Marketing Services and Resources to grow your business.

**Marketing Coordinator  
Director of Agent  
Services in Lake Arrowhead**

destiney@kw.com  
909.359.8030

**BUILT BY AGENTS, FOR AGENTS.**

**WORLD CLASS SUPPORT FOR A CAREER WORTH HAVING.**



## 2023 ASSOCIATE LEADERSHIP COUNCIL

The Keller Williams ALC or Agent Leadership Council is made up of the top 20% of agents in each office. This dynamic ‘board of directors’ is actively involved in the leadership decisions that make the office more productive and profitable. Their roles are to inspire, motivate, participate, and listen. By having input from these associates, each office can tailor their strategies to thrive in all stages of the market.

Steve Hirschler

Will Rahill

Lisha Jordan

Nikki Howard

Chris Hildebrandt



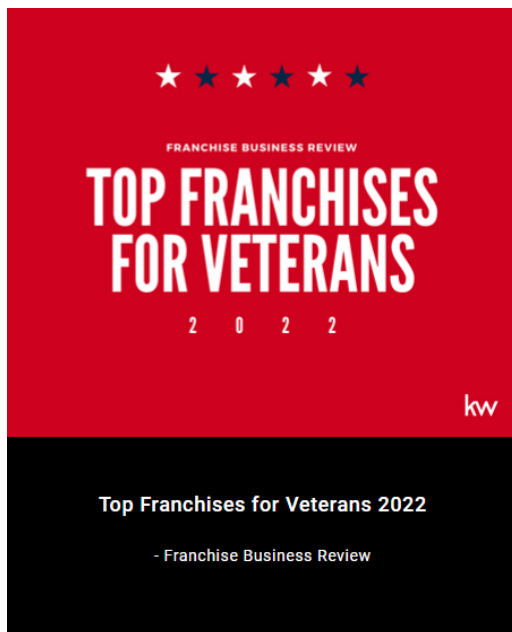
Genelle Rich Easterby

**BUILT BY AGENTS, FOR AGENTS.**

**WORLD CLASS SUPPORT FOR A CAREER WORTH HAVING.**

## HEADLINES & AWARDS

[Click here](#) for a full list and details.



## 5 STAR CUSTOMER SERVICE



Read the article: [newsweek.com/americas-best-customer-service-2022/services-real-estate-banking](https://www.newsweek.com/americas-best-customer-service-2022/services-real-estate-banking)

### CLIENT TESTIMONIAL

“ 5 stars is not enough for Ms. Monica Mnich!! She was TOTALLY interested and invested in our desires and search for a home. She worked day and night on our behalf to find the perfect one. She is professional and knows how to get things done. Once we decided to purchase she was on top of everyone everyday to close escrow in 15 days. We are so impressed with everything about her. She really did a great job as a real estate agent, but more than that she acted like a friend who really cared about us. We appreciated the time and efforts she put into working for us and informing us of everything from the purchase transaction to living on the mountain. Monica gets 10 stars from us!! ”



**Monica Mnich**  
DRE# 01208567



### CLIENT *TESTIMONIAL*

“ We had our house for sale with a different agent and they did not market the house or have any open houses, plus they wanted to lower the price substantially after there was no interest. We decided to have Christine list our home and from the initial meeting with her she come up with several ideas that we could do to help make our house more marketable. She also staged the house to make it look less cluttered and more updated and the professional pictures she had taken really showed the incredible views we had. She had several open houses keeping the price at the original prices and not lowering it like the first agent wanted to do. Within the first month on the market we saw some interest and by the next month we had an offer. Christine was always available when we called and she had several ideas on marketing that makes her stand out from other agents. We would hire her again and again. She gets the job done! ”



**Christine Williams**  
DRE #01770922  
**(310) 923-8952**



## WHY KELLER WILLIAMS?



### Strength in Numbers

Simply put, we're the best real estate company. Why? Because we measure our success by ***your success***, letting the numbers speak for themselves. Keller Williams is the number one real estate franchise by agent count, closed units, and closed sales volume in the United States.

There is strength in numbers. So, in the face of a shifting market or industry disruption, make the choice to take a stand – on solid ground – with the number one real estate franchise company. We have what you need to ***do more and be more.***

### A Revolution in Real Estate

At KW, we believe that technology's inherent value lies in simplifying everyday complications so you can focus on what truly matters: your ***family, life, and relationships*** with your clients.



Most importantly, it should grant you more time and money so you can reinvest as you see fit and achieve a fulfilling real estate career. As your customers increasingly demand customized, digitally-enhanced experiences, we give you the tools to anticipate their needs today, tomorrow, and every day after that.



## COMMAND: MARKETING, LEADS, CRM, AND MORE.

*Agents with 200+ Contacts in their database make on average well over \$120,000 per year. Let us help you build your database!*

### Maximize Your Every Move

Command is an integrated suite of tools that helps you connect with your clients in a targeted and meaningful way. From lead, to close, to lifetime client relationships, our leading edge real estate technology puts you in control of your database, your business, and your future.

Lead Engine / Lead Generation

Listing & Transactional Management

First in Class CRM & AI

Agent Site & Branded Mobile App



### Command Your Marketing

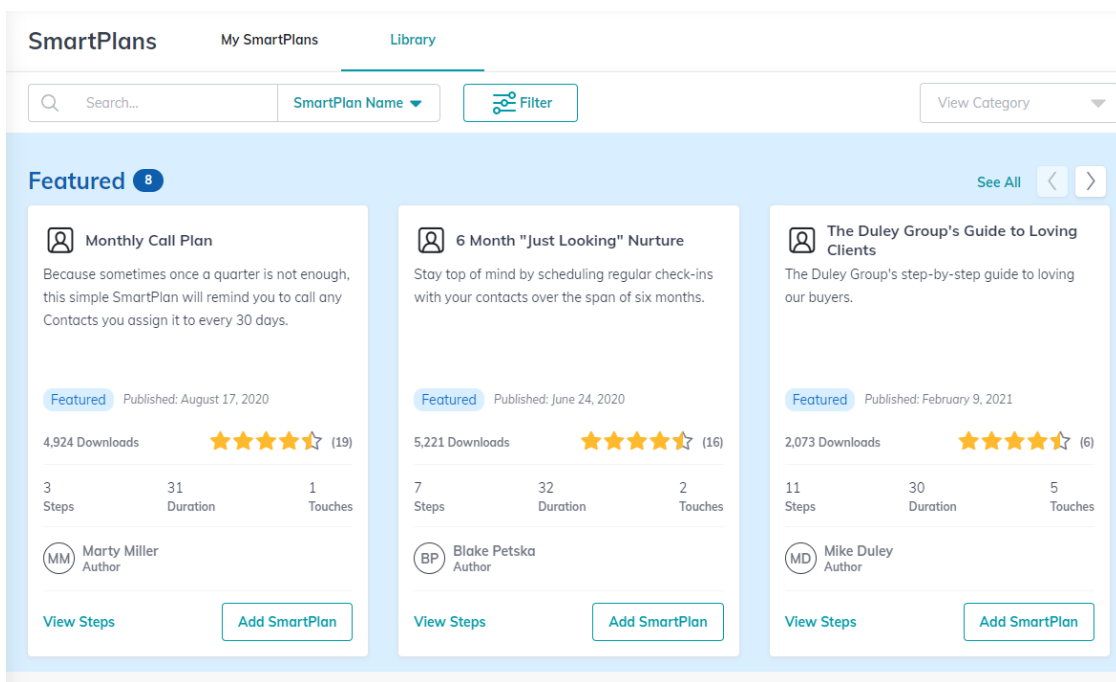
Peruse a library of over 1,400 ready-made templates to point, click, and customize beautifully branded assets.

Using real-time market data, launch dynamic ads in Campaigns, then optimize future actions with reporting and analytics.

## COMMAND: SMARTPLANS, DATABASE, AND AUTOMATION

### Do what you do best and automate the rest.

Easily group and organize your contacts for timely, automated follow-up and lead generation, then use SmartPlans to design specific (automatic) communication plans for each one.



### Maximize Your Workflow with SmartPlans

Search the library of *thousands* of SmartPlans to create a consistent and nearly automatic email and social media marketing plan.

SmartPlans will cut countless hours from your typical marketing workflow while keeping you on track so you never forget to send that super important text or email. Grow your database, get more leads, and ***market yourself to thousands of leads effortlessly!***



## MOVING ANNOUNCEMENT

“As a real estate professional, **agent name’s** number one priority is having satisfied clients. Buying or selling your home is one of the single most important decisions you'll ever make.

Choosing the right agent is very much like choosing a partner; it can make all the difference in accomplishing your goals. Let **agent name** use their skills to work hard for you.”

The graphic is a vertical rectangle with a light gray background. On the right side, there is a black and white photograph of a woman with long hair, wearing sunglasses and a dark jacket, smiling. On the left side, there is text and a logo. At the top left is the 'kw' logo with 'BIG BEAR / LAKE ARROWHEAD' and 'KELLERWILLIAMS. REALTY' below it. Below the logo, the name 'Allyson Stapleton' is written in a large, bold, black serif font. Underneath the name, the text 'Let's welcome our new agent to the Keller Williams Lake Arrowhead team!' is written in a smaller, black, sans-serif font. At the bottom left, the phrase 'I've joined KW!' is written in a black, cursive script font. At the bottom right, the contact information '(719) 439-7190 | socalrealtorallyson@gmail.com' is written in a small, black, sans-serif font.

**kw** BIG BEAR / LAKE ARROWHEAD  
KELLERWILLIAMS. REALTY

# Allyson Stapleton

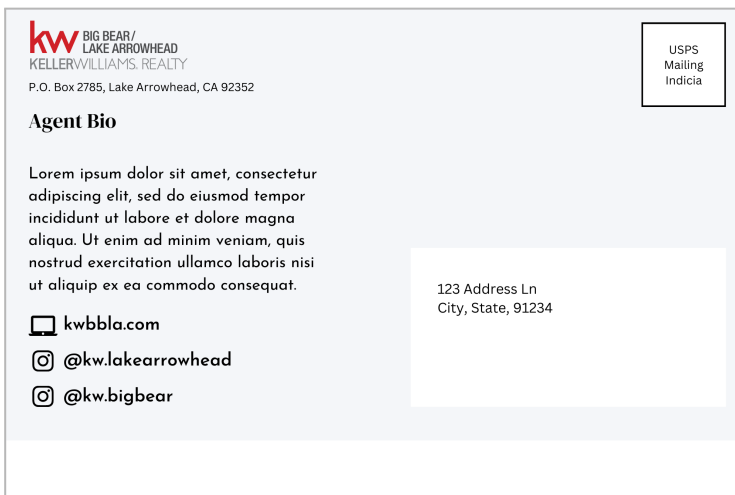
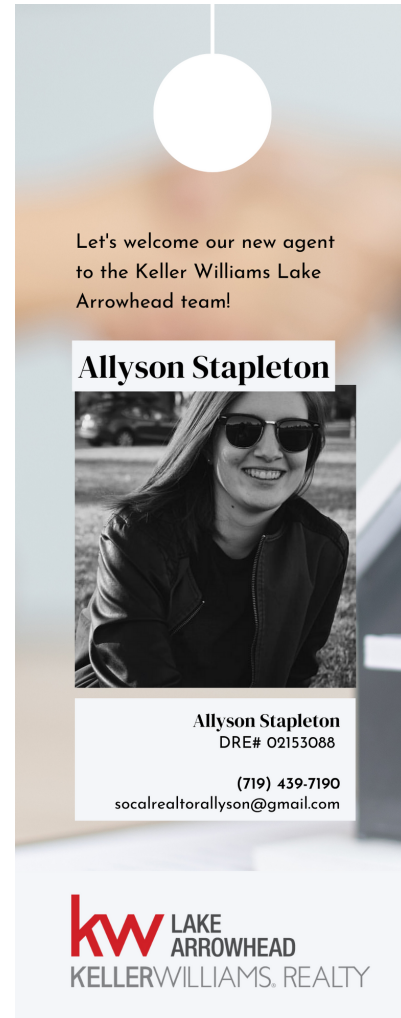
Let's welcome our new agent to the Keller Williams Lake Arrowhead team!

*I've joined KW!*

(719) 439-7190 | [socalrealtorallyson@gmail.com](mailto:socalrealtorallyson@gmail.com)



**POSTCARDS AND DOOR HANGERS**



**FOR SALE & OPEN HOUSE SIGNS**

**kw** BIG BEAR/  
LAKE ARROWHEAD  
KELLERWILLIAMS. REALTY

**(123) 456-7890**

**Agent Name**  
DRE# 1234567  
email@kw.com

**FOR SALE**

**FOR SALE**

**+123-456-7890**

**HARPER RUSSO**  
REALTOR  
DRE# 1234567



**kw** BIG BEAR/  
LAKE ARROWHEAD  
KELLERWILLIAMS. REALTY

**OPEN HOUSE**

**Agent Name**  
DRE# 1234567

**(123) 456-7890**

SATURDAY SEPTEMBER 15TH @ 1-4PM

**OPEN HOUSE**



**Agent Name**  
DRE# 1234567



**kw** LAKE ARROWHEAD  
KELLERWILLIAMS. REALTY

**kw** BIG BEAR /  
LAKE ARROWHEAD  
KELLERWILLIAMS. REALTY

**BUSINESS CARDS**



**SOCIAL MEDIA & HOLIDAY POSTS PROVIDED JUST FOR YOU!**



**GIVE WHERE YOU LIVE**

"The smiles, energy, and fun that was had by all was evident. Thank you so much for those who worked and volunteered their time and efforts for our charming mountain community. Thank you for letting us be a part of it!"

**kw** LAKE ARROWHEAD  
KELLERWILLIAMS.

**Agent Spotlight**  
**Jodi Murad**

**Premier Sponsor:**  
**Top Town Fall Festival**



**kw** KELLERWILLIAMS.  
INVITES YOU TO

**TRUNK OR TREAT**

**THURSDAY, OCTOBER 19TH**

**CANDY** **TREATS**

Bring your family and wear your costumes to this FREE and FUN **Spook-Facular** event!

A safe and easy way to celebrate Halloween - we hope you'll join us on the 20th!

**5:30 - 7:30PM**

**ADDRESS FOR THE EVENT GOES HERE**



**CHRISTINA SMITH**  
REALTOR®  
CALBRE# 01234567  
e 000.123.4567  
o 000.456.7891

ChristinaSmith@SmithRE.com  
**SmithRE.com**

Each Office is Independently Owned and Operated



**PLEASE JOIN US**

*Thanksgiving*

**APPRECIATION LUNCH**  
**WEDNESDAY, NOVEMBER 18, 2016**  
Immediately following the Sales Meeting  
Visalia Office 3rd Floor Lounge

**kw** KELLERWILLIAMS.  
PHONE: 000.123.4567  
EMAIL: YourEmail@kw.com  
WEBSITE: Kw.com  
12345 AnyStreet, AnyCity, State 00000  
Equal Housing Opportunity, Equal Housing Lender



**YOU ARE INVITED**

**4TH OF JULY PICNIC**

**FRIDAY JULY 1ST**  
12:00-2:00

Town Center Park  
123 East Main Street

**Please RSVP to:**  
000.123.4567  
or email@kw.com


Drinks ★ Hamburgers ★ Hotdogs Provided  
Please bring a side dish or dessert to share

**kw** KELLERWILLIAMS.  
Each Office is Independently Owned and Operated




**FLYERS & BROCHURES**


**What's Happening IN AND AROUND LAKE ARROWHEAD** 11/25 - 12/07




**Christmas Tree Lighting & Salties w/Santa**  
Bring the whole family for Black Friday Shopping, FREE Salties with Santa, and our old fashioned Christmas Tree lighting ceremony.  
**Friday, November 25th, 2022**  
6:00pm




**FIRST DIBS COMEDY SHOW**  
Laugh your head off with local and traveling comedians, food and drinks from Spade & Spatula, and great friends!  
**Friday, Dec. 2nd**  
8:00pm




**The Nutcracker**  
The Lake Arrowhead Classical Ballet Company presents the 31st Annual "The Nutcracker," a holiday production favorite for all ages.  
**December 2-4th, 2022**




**100TH ANNUAL LAKE ARROWHEAD BONFIRE**  
Brought to you by the Lake Arrowhead Village, Local 935, and your San Bernardino County Firefighters, come get cozy by the bonfire!  
**Wednesday, December 7th, 2022**  
5:00pm



**JODI MURAD**  
jmurad@cloud.com  
818.745.7881  
DRE# 02126527





2530 HAPPY CLIENTS


## BUYING OR SELLING A HOME?

LET'S WORK TOGETHER!

Buying or selling a home can be a stressful process if you don't have the right real estate agent. With 15 years of experience, you can rely on us to get you the best possible result.

**CONTACT:**

- HELLO@REALLYGREATSITE.COM
- 123-456-7890
- @REALLYGREATSITE



### HIKING TRAILS

**HEAPS PEAK ARBORETUM TRAIL**  
1.5 miles  
Round Trip  
This scenic trail is located 2 miles east of Sky Ranch on Highway 18.  
The trail is an easy walk for all ages that takes you through a landscaped area with 25 points of interest about nature plants and wildlife.

**THE PINNACLES**  
1.5 miles  
Round Trip  
This trail is an easy walk for all ages that takes you through a landscaped area with 25 points of interest about nature plants and wildlife.

**SELEY CREEK TRAIL (HEART ROCK)**  
1.5 miles  
Round Trip  
To reach this short trail turn left on FS Road 21003 at the entrance to Camp Seley on Highway 138. Proceed 1/2 mile to the trailhead, marked "Heart Rock 400'".  
This area like Seley's Creek is an unmarked trail. The grade of this trail makes it an excellent walk for all ages. The distance here is not marked on this trailhead.

### HELPFUL RESOURCES

**LOCAL SERVICES**

**FIRE, POLICE, SHERIFF, PARAMEDICS** (911)

- Twin Peaks Sheriff (909) 336-0600
- San Bernardino County Sheriff (909) 336-0600
- Lake Arrowhead Fire Department (909) 337-8586
- Highway Patrol (909) 867-2701
- Mountain Community Hospital (909) 336-3651
- Search & Rescue Team (Bin of the World) (909) 336-0600
- Snow Removal (909) 336-7509

**Local Utilities**

**GAS**  
SoCal Edison (800) 655-4555

**INTERNET & PHONE**  
Sprint (855) 243-8892

**WASTE**  
Burrtec Waste (909) 804-4272

**WATER**  
Lakeside (909) 336-7100  
Crestline Water (909) 338-1727

San Bernardino Special Water District (909) 387-5940  
Alpine Water (909) 337-2845  
Arrowhead Villas Mutual Service (909) 337-4239  
Banning Springs Water District (909) 867-2766  
Strawberry Lodge Mutual Water (909) 337-4612

### ABOUT MONICA

Specializing in stunning mountain resort homes to log style cabins to gated communities, Monica Mnich understands each individual client's unique needs no matter how great or small they may be. Whether it's a lake front property, Golf Course property, or cozy Arizona, she handles each transaction with the highest level of service ethically and honestly.

With more than 25 years of experience in the Financial and Real Estate Sector, Monica is able to provide her clients with custom marketing skills and a high level of negotiation. For over 10 years she has helped many investors succeed in their Real Estate Ventures, from San Diego to Beverly Hills to lovely Lake Arrowhead, CA and the mountain communities.

5 Star Reviews  
[www.zillow.com/profile/Monica-Mnich](http://www.zillow.com/profile/Monica-Mnich)

**MONICA MNICH**  
DRE # 01208567  
(760) 207-1537  
socialrealtormonica@gmail.com

**kw** LAKE ARROWHEAD  
KELLERWILLIAMS REALTY

### LAKE ARROWHEAD, CA NEIGHBORHOOD MAP



**LEGEND**

- GOLF COURSE
- HIKING TRAIL
- LAKE
- MOUNTAIN
- PARK
- ROAD
- TRAILHEAD
- WATER

**MONICA MNICH**  
DRE # 01208567  
(760) 207-1537  
socialrealtormonica@gmail.com

**kw** LAKE ARROWHEAD  
KELLERWILLIAMS REALTY

**JUST LISTED & JUST SOLD FLYERS**



345 Maple Drive  
Lake Arrowhead, CA 92352

**\$649,000** ↓ \$26,000

**Comes with Lake Rights!**

**kw** LAKE ARROWHEAD  
KELLERWILLIAMS. REALTY

**4 Beds, 2 Baths / 1,481 Sq Ft**

Price Reduction! Remodeled A Frame in one of Lake Arrowheads most desirable neighborhood The Palisades in Arrowhead Woods yes Lake Rights. Walk to Lake and Village. New electrical, plumbing, dry wall, insulation, and flooring. All new kitchen cabinets, countertops, stainless steel appliances, tub shower combo, washer and dryer, and cabinets.

**Monica Mnich**  
DRE #01208567  
**(760) 207-1537**  
socialrealtormonica@gmail.com



163 Marshall Rd  
Lake Arrowhead, CA 92352

**\$670,000**

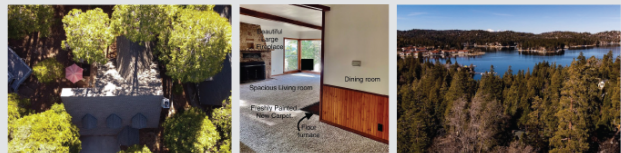
**Comes with Lake Rights!**

**kw** LAKE ARROWHEAD  
KELLERWILLIAMS. REALTY

**4 Beds, 1.5 Baths / 1,341 Sq Ft**

Welcome to your Mountain Retreat! Nestled in the highly desired Lake Arrowhead Woods, Palisades Community. This home comes with rights to Lake Arrowhead. Beautiful Large windows in living room and dining room to watch the beauty of the mountain nature. Very Close Proximity to the Lakes Edge, Village and Cedar Glen Dining and Shopping. 2-Car Attached Garage w/ roll up door and laundry hook-ups.

**Sandi Ingardia**  
DRE #01243679  
**(714) 886-8272**



**YOURS COULD BE NEXT!**

**Just Sold!**

PLACE:  
123 ANYWHERE ST., ANY CITY, ST 12345

**kw** BIG BEAR /  
LAKE ARROWHEAD  
KELLERWILLIAMS. REALTY

Agent Name  
DRE #1234567

(909) 456-3432  
email@site.com

**JUST SOLD**

4,215 SQ FT 4 Large Bedrooms 3 Bathrooms

**April Matilda**  
DRE # 1234567

**\$435,000**  
123 Anywhere St., Any City

**kw** LAKE ARROWHEAD  
KELLERWILLIAMS. REALTY

(123) 456-7890  
contact@email.com



## CONTINUING EDUCATION, COACHING, & TRAINING

[Click here](#) for full details.



Digital

### Build a \$100K Pipeline in 90 Days

Discover how to build your pipeline and power your business.



In-person

### Leadership Academy

Spend a day with Gary Keller and a second day with incredible Leaders from KW [...]



### KW Wealth Workshop

Learn how to leverage your real estate business to achieve TRUE financial freedom.

February 1, 2023

Community Members

KW Associates

Public

Paid

In-person



## KW COMMUNITIES

[Click here](#) for more information.

**kw** | *Luxury*

**kw** | *Style* TO DESIGN

**kw** | **COMMERCIAL**<sup>SM</sup>

**kw** | **NEW HOMES**  
POWERED BY LEGACY INTERNATIONAL

**kw** | **LAND**

**kw** | **TALENT**

**kw** | **YOUNG PROFESSIONALS**

**kw** | Relocation

**kw** | sports + entertainment™

**kw** | **DIVERSITY, EQUITY  
AND INCLUSION**

**kw** | **MILITARY**

**kw** | **REAL ESTATE  
PLANNER**

**kw** | **wealth**