

Tomorrowland: The Future of KW Tech

Chris Cox & Matt Green

- KW tech has released 50 new features in the past week, including a new Command dashboard with a new look and new sign-in page, as well as view passive income with profit share.
- Contacts have been improved with new lead management controls, advanced filters, and enhanced tools to find contacts and leads. Smart plans have also been updated and redesigned, including new UI and time-based smart plans.
- A new notification center has been introduced with real-time notifications on desktop and app, read and unread status, and quick action links. Notification settings can be controlled by the user, with the ability to define where to receive them.
- Task unification puts all tasks in one place with enhanced filtering options, and Designs automation provides pre-populated templates with listings and agent profile information for fewer manual steps.
- KW tech is also introducing new AI-powered paid ads, transaction summary sheets, and opportunity details redesign for a more user-friendly experience.
- The Command app has also been updated with new releases, including opportunities with drag and drop functionality, a client inquiries widget, and a digital business card for easy contact addition.
- KW Marketplace has 140+ integrations, and Connect has new releases for Learning, Events, and Search.
- The Consumer section of KW tech is delivering a differentiated experience with a reimagined kw.com for an end-to-end homeowner experience, a world-class search, and Keller exclusives.
- Agent sites are coming soon, with open houses, preferred vendors, and home valuation features.
- Command MC has new releases for Recruits, Associate management, Associates app, Admin Applet, Luxury, and Vendors.
- KW tech emphasizes the power of data and AI, with every company being in the data business.