

TRIVIA QUESTIONS

- What's 1 of the 3 parts of the female brain that affects buying decisions? <http://bit.ly/7RAJYA> RT or @reply to enter to win! #KWFR
 - POSSIBLE ANSWERS: Anterior Cingulate Cortex (ACC), the Prefrontal Cortex (PFC), and the Insula
- What's ONE key CGM metrics evaluation tool that can be used regularly? <http://bit.ly/6k1HPA>. RT or @reply to enter to win! #KWFR
 - POSSIBLE ANSWERS: Volume, emotion, sentiment, issue and reach
- In real estate, a buyer's satisfaction with his agent is a measure of ...what? <http://bit.ly/6rt65M>. RT or @reply to enter to win. #KWFR
 - ANSWER: the buyer's overall satisfaction with the purchase or the sale of his home.
- To measure a work preference to switch between tasks, what scale is recommended? <http://bit.ly/5uFybi>. RT or @reply to enter to win. #KWFR
 - ANSWER: Polychronic Values (IPV) scale
- What is the link for The Keller Center, generously funded by Gary Keller, at Baylor University? RT or @reply to enter to win! #KWFR
 - ANSWER: <http://www.baylor.edu/business/kellercenter/>
- When was The Keller Center Research Report produced? (HINT: Posted on a Baylor site) RT or @reply to enter to win! #KWFR
 - ANSWER: December 2009
- What is Gary Keller's undergraduate alma mater? RT or @reply to enter to win! #KWFR
 - ANSWER: Baylor University (of course)
- What's your favorite article in the Dec 2009 Keller Center Research Report? <http://bit.ly/Q5vis> RT or @reply to enter to win! #KWFR
 - ANSWER: Anything from Dec. 09 edition
- What is the central determinant of client retention? <http://bit.ly/6rt65M> RT or @reply to enter to win! #KWFR

- ANSWER: Satisfaction
- Since The Keller Center Research Report's creation, what article has been the most helpful to you? RT or @reply to enter to win! #KWFR
 - ANSWER: Any article title

PROMO (SITE, FLASH DRIVES, CONTEST) –Ideas since rules/prizes unknown

- Visit the @Baylor_Business booth for FREE flash drives Feb. 20-24 at the Keller-Williams Family Reunion! #KWFR
- Free flash drives at the @Baylor_Business booth Feb. 20-24 at the Keller-Williams Family Reunion. Grab one before they're gone! #KWFR
- The #KWFR Twivia Contest continues until midnight! First prize is a free iPod Touch. Visit [www....](#) for contest rules.
- Hey real estate agents, want to win cool gadgets? Follow @Baylor_Business for directions on how to win. #KWFR
- #KWFR Agents follow @Baylor_Business Feb. 20-24 for chances to win a free ipod touch. Visit [www...](#) for more details.
- #KWFR attendees can still enter to win a free iPod Touch. Deadline for entry today is midnight. Visit [www...](#) for rules.
- The #KWFR Twivia Contest continues! Visit [www...](#) for rules. Don't forget to stop by the @Baylor_Business booth for a free flash drive!