

MENTAL HEALTH RESOURCE

Playbook



Where Entrepreneurs Thrive

NOTICES

TELEMARKETING

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GENERAL

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- Calculation of profit share contributions and distributions;
- Calculation of agent compensation;
- Evaluation of a Market Center's financial results;
- Agent productivity strategies; and
- Estimates of return on investment.

These materials and examples are provided for informational purposes only; they are not a guarantee or prediction of performance, sales, or profits. Agent productivity strategies are models only, not requirements. Independent contractors should set their own goals and strategies. You should not (1) assume that the results of these exercises and models predict your or a Keller Williams Market Center's financial performance, or (2) consider or rely on the results of the exercises and models in deciding whether to make any investment. You should consult your own legal or financial advisor and verify all information to your satisfaction.

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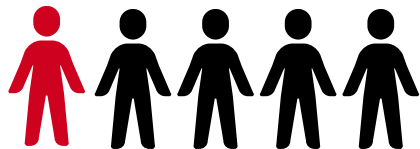
DISCLAIMER

The KW Wellness Community is on a mission to create a culture of wellness through education, training and events. By focusing on the 7 Pillars of Wellness, KW Wellness intends to provide resources and opportunities for Agents and Leadership to create a Return on Investment in Wellness by investing in themselves.

KW Wellness Community provides general information and discussions about health, wellness, and well-being related subjects. The information and other content provided by KW Wellness in distributed materials, by way of social media, a blog, website, email, video or in any linked materials is not intended and should not be considered, or used as a substitute for medical advice, diagnosis or treatment. KW Wellness does not constitute the practice of any medical, nursing or other professional health care advice, diagnosis or treatment. All information and resources are intended to motivate readers to make their own wellness decisions that support their own well-being.

This playbook is not intended to diagnose or treat a mental health, psychiatric illness, or medical disorder. These resources are being provided for informational purposes only and do not replace the advice or direction of a licensed medical professional. You should not take any action or avoid taking any action without consulting with a qualified mental health professional.

This playbook is designed to provide resources to support agents in the market center who may be experiencing a mental health crisis.



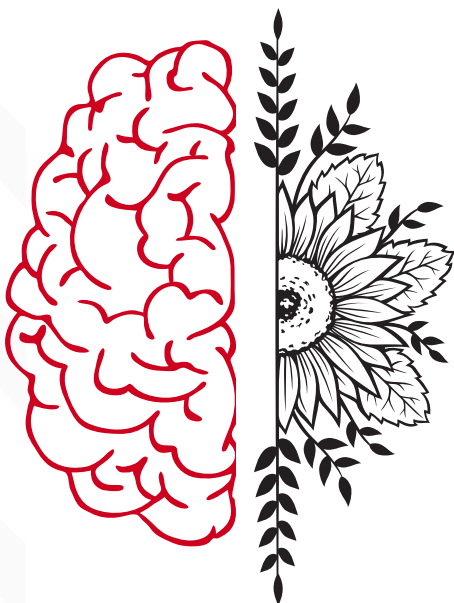
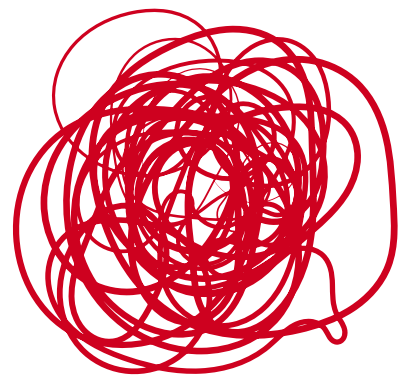
1 in 5

Americans live with a mental health condition. Translate that to real estate, 1 in 5 KW Associates is living with a mental health condition.

WHAT DEFINES A MENTAL HEALTH CONDITION?

As defined by the National Alliance on Mental Illness, a mental illness is a condition that affects a person's thinking, feeling, behavior, or mood. These conditions deeply impact day-to-day living and may also affect the ability to relate to others.

A mental health condition isn't the result of one event and mental illness is no one's fault. It does not mean someone is broken. How experiences are being processed are creating distress or disillusionment.



TYPES OF MENTAL HEALTH CONDITIONS

Anxiety Disorders
Attention Deficit Hyperactivity Disorder (ADHD)
Bipolar Disorder
Depression
Eating Disorders
Obsessive-Compulsive Disorder
Posttraumatic Stress Disorder (PTSD)

You are NOT ALONE

Millions of people are affected by mental illness each year. Across the country, many people just like you work, perform, create, compete, laugh, love and inspire every day.



1 in 5 U.S. adults experience mental illness

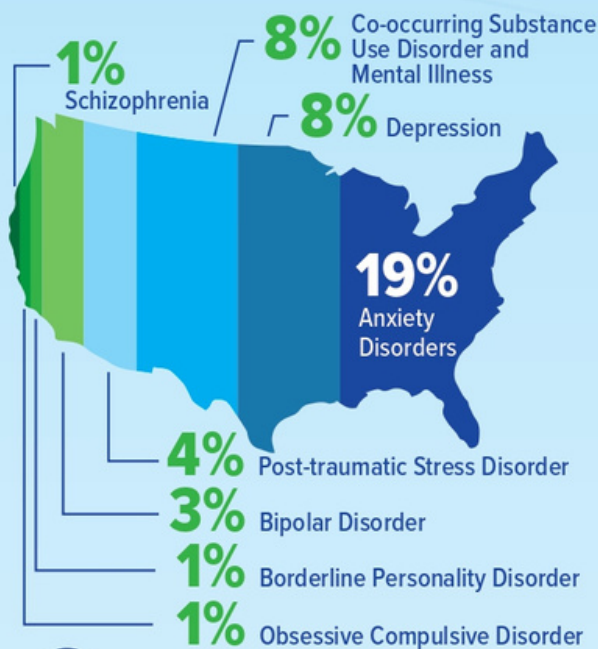
1 in 20

1 in 20 U.S. adults experience serious mental illness

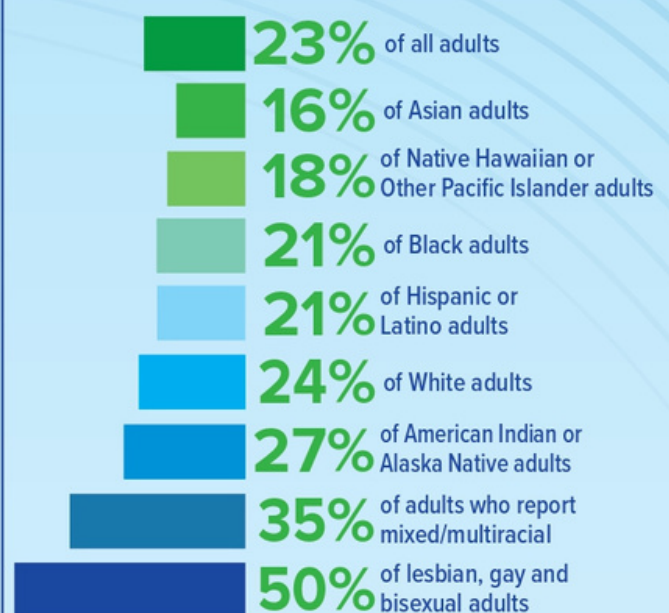
17%

of youth (6-17 years) experience a mental health disorder

12 MONTH PREVALENCE OF COMMON MENTAL ILLNESSES (ALL U.S. ADULTS)



12 MONTH PREVALENCE OF ANY MENTAL ILLNESS (ALL U.S. ADULTS)



WAYS TO REACH OUT AND GET HELP



Talk with a health care professional



Call the NAMI HelpLine at 800-950-NAMI (6264)



Connect with friends and family



Join a support group

Data from CDC, NIMH and other select sources. Find citations for this resource at nami.org/mhstats

NAMI HelpLine
800-950-NAMI (6264)

 NAMI

 NAMICommunicate

 NAMICommunicate

 www.nami.org

 **nami**
National Alliance on Mental Illness

THE RED FLAG BURNOUT

Burnout, a state of prolonged exhaustion, can seriously impact mental health, motivation, and productivity. It occurs when you feel overwhelmed, drained, and not able to meet the demands of everyday life or work. Burnout can often be a precursor to other mental health conditions such as suicide.

5 STAGES OF BURNOUT

**1**

Positive mindset and a can-do-it-all attitude.

2

Begin to feel stress and able to manage it.

3

Stress becomes an everyday thing and is almost expected.

4

Negative emotions are present, questioning ability, imposter syndrome often appears.

5

Power through it and continue on.
Burnout is now the new normal.

1:1 discussion with a mentor, counselor, coach or licensed professional.

5 WAYS TO MANAGE BURNOUT:

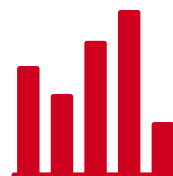
Express gratitude and appreciation daily.

Maintain work-life counterbalance.

Aim for 20-30 minutes of exercise or movement daily and make healthy nutrition choices.

Aim for 7-8 hours of restorative sleep every night.

STATS



80%

of real estate agents burnout within two years of entering the industry.

Real Estate

is one of the top 10 jobs with the highest suicide rates.

Hospitality and Real estate

have the highest rates of common mental health problems

Real Estate Professionals

suffer a high rate of clinical depression.

The Suicide Rate

among real estate agents is estimated as being 1.38 times the average worker.

Real Estate Stressors

fall into two broad categories industry stressors and transaction stressors.

2020



Mental Health By the Numbers

Among U.S. ADULTS:



1 in 5 experienced a mental illness

1 in 20

experienced a serious mental illness

1 in 15

experienced both a substance use disorder and mental illness

12+ MILLION

had serious thoughts of suicide

1 in 5

report that the pandemic had a significant negative impact on their mental health



of those with mental illness



of those with serious mental illness

RECOGNIZING THE IMPACT

2020 was a year of challenges, marked by loss and the uncertainty of the COVID-19 pandemic.

We must recognize the significant impact of the pandemic on our mental health – and the importance of increasing access to timely and effective care for those who need it.

Among U.S. ADULTS who received mental health services:

17.7 MILLION

experienced delays or cancellations in appointments

7.3 MILLION

experienced delays in getting prescriptions

4.9 MILLION

were unable to access needed care



Many struggled to get necessary mental health care, with telehealth proving an essential option.

26.3 MILLION

adults received virtual mental health services in the past year



of those with mental illness



of those with serious mental illness

Many increasingly used alcohol or drugs to cope with stress or self-medicate.



Among people aged 12 and older who drink alcohol, 15% report increased drinking



Among people aged 12 and older who use drugs, 10% report increased use

Data from CDC, NIMH and other select sources. Find citations for this resource at nami.org/mhstats

 NAMI Helpline
800-950-NAMI (6264)

 NAMI

 NAMICommunicate

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 www.nami.org

 **nami**
National Alliance on Mental Illness



WARNING SIGNS



If you suspect someone is struggling, **trust your gut.**



BEHAVIORS

- ☐ Impulsive behaviors or more irritated than usual
- ☐ Change in habits of how they dress, speak, general appearance, sleep habits, and socialization
- ☐ Excessive worry or doomsday mentality
- ☐ Trouble concentrating
- ☐ Substance misuse
- ☐ Talking about feelings of loneliness, despair, or sadness
- ☐ Anxiety, lack of focus, and isolation
- ☐ Taking more risks than usual
- ☐ Extreme mood swings.



INTRUSIVE THOUGHTS

NEGATIVE SELF TALK

Negative thoughts are a common symptom of depression. The emotions behind these thoughts can be strong, the thoughts begin to feel like facts.

DELUSIONAL THOUGHTS

Thoughts that appear to be bizarre or paranoid can be a sign of psychosis. Psychosis can be a sign of a mental illness or break. Sometimes drugs can also cause psychosis.

HURTING SELF OR OTHERS

Violent thoughts of hurting self or someone else connected to a feeling to want to act out on these thoughts can be a sign of an anxiety disorder, depression, or other mental health disorder.

ONLINE

Posting captions, hashtags, or emojis that are overtly sad or negative

Liking posts or following accounts that promote negative behaviors

Writing posts or comments that show impulsive behaviors, irritability, hostility

Liking posts or following accounts that promote negative behaviors



IMPORTANT



If you notice self-harming or there is talk about hurting themselves, but it not actively suicidal, they may still need professional help. Self-harming can be a red flag for suicidal thoughts and behaviors.



If abuse is disclosed to you or you suspect abuse, have a conversation. They may need immediate resources such as housing or money to move them to a safe location

Common **WARNING SIGNS** of Mental Illness

Diagnosing mental illness isn't a straightforward science. We can't test for it the same way we can test blood sugar levels for diabetes. Each condition has its own set of unique symptoms, though symptoms often overlap. Common signs and/or symptoms can include:

- 
- ! Feeling very sad or withdrawn for more than two weeks
 - ! Trying to harm or end one's life or making plans to do so
 - ! Severe, out-of-control, risk-taking behavior that causes harm to self or others
 - ! Sudden overwhelming fear for no reason, sometimes with a racing heart, physical discomfort or difficulty breathing
 - ! Significant weight loss or gain
 - ! Seeing, hearing or believing things that aren't real*
 - ! Excessive use of alcohol or drugs
 - ! Drastic changes in mood, behavior, personality or sleeping habits
 - ! Extreme difficulty concentrating or staying still
 - ! Intense worries or fears that get in the way of daily activities

*Various communities and backgrounds might view this sign differently based on their beliefs and experiences. Some people within these communities and cultures may not interpret hearing voices as unusual.

WORRIED ABOUT YOURSELF OR SOMEONE YOU CARE ABOUT?

- ? If you notice any of these symptoms, it's important to ask questions
- ♥ Try to understand what they're experiencing and how their daily life is impacted
- 🔗 Making this connection is often the first step to getting treatment

KNOWLEDGE IS POWER

-  Talk with a health care professional
-  Learn more about mental illness
-  Take a mental health education class
-  Call the NAMI HelpLine at 800-950-NAMI (6264)

50%
of all lifetime
mental illness
begins by age
14

75%
by age
24

Data from CDC, NIMH and other select sources. Find citations for this resource at nami.org/mhstats

 NAMI HelpLine
800-950-NAMI (6264)

 NAMI

 NAMISocialMedia

 NAMISocialMedia

 www.nami.org

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HAVE THE CONVERSATION

Start the Conversation

- ☐ *Something seems different, and I'm concerned because I care about you.*
- ☐ *Seems like something's going on. Do you want to talk about it?*
- ☐ *I've noticed you haven't been yourself lately. What's going on?*
- ☐ *Hey, we haven't talked in a while. How are you?*
- ☐ *Have you spoken to anyone about this?*
- ☐ *Have you seen a doctor?*

During the Conversation

- ☐ *Keep it casual and more of a chat, not a therapy session.*
- ☐ *Create a safe space and tell them there is no judgment and their privacy is respected.*
- ☐ *Let them know this will not change how you feel about them.*
- ☐ *Listen. Let them lead. Notice any patterns of thoughts or feelings.*
- ☐ *Avoid offering advice or trying to fix the problem.*
- ☐ *Acknowledge and validate the feelings and thoughts.*
- ☐ *Let them know it's OK to feel the way they do.*
- ☐ *Make yourself available. Be the "friend" they can rely on.*
- ☐ *Ask open-ended questions. Help them to talk, not to just say "yes" or "no".*
- ☐ *Let them open up at their own speed.*
- ☐ *Don't demand answers or force them to say anything they are not ready to.*
- ☐ *Encourage them to talk to an expert.*



After the Conversation

- ☐ Get outside help from a local doctor, therapist, or from MAPS Coaching.
- ☐ Don't stop at one conversation. Stay available and keep checking in.
- ☐ Keep invitations open to talk again. Even if you hear no. Stay present and engaged.
- ☐ Handle their trust with care. You may be the only person they talk to about it.
- ☐ Leave with a forward action that you can follow up on in 24 hours.
- ☐ Show you care and avoid telling their story to others. Use your judgment when deciding to escalate this to Leadership, Regional, and KWRI.

Avoid

- ☐ Taking their behavior or comments personally.
- ☐ Using "Why" questions. Ask how and what questions.
- ☐ Giving ultimatums.
- ☐ Teasing or sharing private information. Respect feelings at all times.
- ☐ Getting frustrated if you are not able to help change the perspective.
- ☐ Shaming or blaming them for feeling the way they do.
- ☐ Using statements like *"You should be happy. Your business is great. You have a great family"*.
- ☐ Creating environments that may be triggering such as alcohol or at-risk situations.



Leadership Tips

- ☐ Give yourself grace. This may be out of your scope of training, knowledge, and expertise. That is ok. Ask for help. It is available.
- ☐ Take care of yourself. If you feel you need to take a step back, communicate it and let them know you would like to help them find someone to support them during this time.
- ☐ Keep your day-to-day consistent. Avoid letting another's mental health dramatically impact or change your routine or how you interact with them.
- ☐ Keep a whole view of the person and do not see them as damaged or broken. If you begin to act differently around them, it could discourage them from seeking help and may negatively impact the relationship.
- ☐ Be honest about being in over your head. Recognize when you are giving too much and set a boundary. Lean on others for coaching, mentorship, and encouragement.
- ☐ Keep a positive attitude. It will help you and those around you focus on staying strong and support getting healthy.
- ☐ Use the self-screening tools to help with having the conversation.

It's Okay to Talk About **SUICIDE**

Thoughts of suicide can be frightening. But by reaching out for help or checking in with friends and family, we can avoid devastating outcomes.

Suicide is a leading cause of death in the U.S.:



Among those who die by suicide:



HIGH RISK POPULATIONS — Serious Thoughts of Suicide

U.S. Adults – annual average 4.8%



Youth Populations



If you or someone you know is struggling or in crisis, help is available. Call or text 988 or chat [988lifeline.org](https://www.988lifeline.org) to reach the 988 Suicide & Crisis Lifeline.

Suicide is **NOT** the answer.

If you start thinking about suicide, seek help. Call or text a crisis line or a trusted friend.



Make an appointment with a health care professional to talk about what you're thinking or how you're feeling.



Suicidal thoughts are a symptom, just like any other — they can be treated, and they can improve over time.



Data from CDC, NIMH and other select sources. Find citations for this resource at [nami.org/mhstats](https://www.nami.org/mhstats)

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SELF-SCREENING

Mental health conditions, such as depression or anxiety, are real, common, and treatable. Recovery is possible.

Online screening is one of the quickest and easiest ways to determine whether someone is experiencing symptoms of a mental health condition.

TAKE A MENTAL HEALTH TEST: [CLICK HERE](#)

TAKE AN ANXIETY TEST: [CLICK HERE](#)

TAKE AN ANXIETY TEST (SPANISH): [CLICK HERE](#)

OVERCOMING NEGATIVE THOUGHTS: [CLICK HERE](#)

CONNECT WITH OTHERS: [CLICK HERE](#)

DIY TOOLS: [CLICK HERE](#)

COMMUNICATION PLAN



If you suspect someone may need to talk and is not at risk



1

Suggest online therapy.

2

Recommend a conversation with a
MAPS Life Coach.

3

Recommend a conversation with a
KW Wellness Coach.



If you suspect someone is in danger, at risk, or is in need of
immediate assistance **GET HELP NOW!**



1

Contact a local resource.

4

Communicate to the Regional Director.

2

Contact Agent's emergency contact.

5

Stay in communication and contact with
the associate.

3

Inform all MC Leadership.

6

Keep the associate occupied through
conversation until help arrives.



If you are in crisis or any other person may be in danger the following resources can provide you with immediate help.

UNITED STATES OF AMERICA

RESOURCES BY CITY

DON'T CALL THE POLICE

 <https://dontcallthepolice.com/>

WARMLINES

 <https://warmline.org/>

EMERGENCY

 911

ESSENTIAL LOCAL AND
COMMUNITY SERVICES

 211  <https://www.211.org/>

SUICIDE & CRISIS LIFELINE

 CALL OR TEXT 988

MENTAL HEALTH CRISIS
TEXT LINE

 TEXT MHA TO 74174

SELF-HARM HOTLINE

 1-800-DONT-CUT (1-800-366-8288)

NATIONAL DOMESTIC
VIOLENCE HOTLINE

 1-800-799-7233

CRISIS TEXT LINE:

 TEXT "DESERVE" TO 741-741

LIFELINE CRISIS CHAT
(FORMERLY KNOWN AS
NATIONAL SUICIDE
PREVENTION LIFELINE)

 1-800-273 - TALK (8255)

 <https://988lifeline.org/>

PLANNED PARENTHOOD HOTLINE

 **1-800-230-PLAN (7526)**

**AMERICAN ASSOCIATION OF
POISON CONTROL CENTERS**

 **1-800-222-1222**

**NATIONAL COUNCIL ON
ALCOHOLISM & DRUG
DEPENDENCY HOPE LINE**

 **1-800-622-2255**

**NATIONAL CRISIS LINE -
ANOREXIA AND BULIMIA**

 **1-800-233-4357**

LGBTQIA+ HOTLINE:

 **1-888-843-4564**

**TREVOR CRISIS HOTLINE
(AGES 13-24)**

 **1-866-488-738**

VETERANS CRISIS LINE

 **988-PRESS 1 OR TEXT 838255**

TRANSLIFELINE

 **877-565-8860**  www.translifeline.org

CANADA

RESOURCES BY CITY

EMERGENCY

 **911**

CRISIS SERVICES CANADA

 **1-833-456-4566 or Text 45645**

**CANADIAN ASSOCIATION
FOR SUICIDE PREVENTION**

 <https://suicideprevention.ca/resources/>

ONLINE TALK THERAPY

SPEAK TO A LICENSED THERAPIST



BETTERHELP

 <https://www.betterhelp.com/>

TALKSPACE

 <https://www.talkspace.com/>

BRIGHTSIDE

 <https://www.brightside.com/>

PRIDE COUNSELING

 <https://www.betterhelp.com/>

TALKIATRTY

 <https://www.talkiatry.com/>

Some services are covered by insurance

MENTAL HEALTH RESOURCES

 [SPANISH SPEAKING](#)

GET IN TOUCH WITH KW WELLNESS



KIMBERLY GUIRY

Community Leader

KW WELLNESS

 702-767-1513

 wellness@kw.com



Scan the QR code to visit
KW Wellness's website.

MENTAL HEALTH & Access to Care in RURAL AMERICA

People from all communities are affected by mental illness, but rural Americans often experience unique barriers to managing their mental health.



AMONG U.S. ADULTS IN NONMETROPOLITAN AREAS, 2020:

21%

experienced mental illness

6%

experienced serious mental illness

13%

experienced a substance use disorder

5%

had serious thoughts of suicide

ACCESS TO TREATMENT IS SEVERELY LIMITED

Among U.S. adults in nonmetropolitan areas, 2020:



with a mental illness received treatment



with a serious mental illness received treatment

Compared to suburban and urban residents, rural Americans:



must travel **2x** as far to their nearest hospital



are **2x** as likely to lack broadband internet, limiting access to telehealth

25+
MILLION

rural Americans live in Mental Health Professional Shortage Areas, where there are too few providers to meet demand

SOME POPULATIONS FACE ADDITIONAL CHALLENGES

53% of rural adults say the COVID-19 pandemic has affected their mental health:



of farmers and farmworkers



of younger adults aged 18-34

Many rural states have a postpartum depression rate higher than the national average of 13%:



Rural youth are at an increased risk of suicide, but highly rural areas have fewer youth suicide prevention services

Data from CDC, NIMH and other select sources. Find citations for this resource at nami.org/mhstats

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