



CAREERS WORTH
HAVING

BUSINESSES WORTH
OWNING

LIVES WORTH
LIVING



KELLERWILLIAMS®

A REAL ESTATE POWERHOUSE

Keller Williams® Realty is an international real estate franchise company with more than 120,000 real estate agents operating in more than 700 offices across the globe.

Founded in 1983 by Gary Keller and Joe Williams with the mission to build *careers worth having, businesses worth owning and lives worth living®* for its associates, the company is reshaping the global real estate industry landscape with its unmatched models for success.

In 1991, KW began franchising, and in 1998, opened its first international franchise in Canada. In recent years, Keller Williams has far surpassed the growth of all other franchise competitors, becoming the largest residential real estate company in North America by agent count. In 2010, KW began expanding overseas, and currently has operations in 10 regions in Asia, Africa, Europe and Latin America.

THE EVOLUTION OF THE REAL ESTATE INDUSTRY

Traditional Companies

- Associates are dependent on the company;
- Financial gain is directed primarily to the brokers and the company;
- Associates have fewer opportunities for accumulating wealth

dependent

Keller Williams Realty

- Associates have an interdependent relationship with the company and a mutual interest in success;
- Associates and brokers work as teams in achieving financial goals;
- Associates do not assume financial, legal or management responsibilities

interdependent

100% Companies

- Associates are independent and have a landlord/tenant relationship with their company
- Associate-focused environment with limited high-level support
- Associates assume all financial, legal and management responsibilities

independent

AWARDS AND RECOGNITION

Entrepreneur

Franchise Times

Inc. 500



REAL Trends
The Trusted Source

inmanNEWS
Where the Web Meets the Real Estate Industry

Training Magazine – #1 Training Organization in the world.

Principal® 10 Best Companies for Employee Financial Security – Keller Williams was featured in *Inc.* magazine for commitment to financial and physical wellness, 2014

Workplace Dynamics – One of America's Top 10 Workplaces, 2012 and 2013

REAL Trends, Inc. – 143 Keller Williams offices ranked by transactions and 140 by sales volume in the REAL Trends 500 – more than any other real estate franchise, 2015

REAL Trends, Inc./Wall Street Journal – Keller Williams associates were 33 of the Top 250 teams by sales volume and 66 of the top teams by transactions – more than any other real estate franchise, 2014

Entrepreneur Magazine – Made the Franchise 500 list for the fifth year in a row, 2015

Inc. Magazine – One of the 5,000 Fastest Growing Private Companies in America for the fifth year in a row, 2014

Inman News – Co-Founder and Chairman of the Board Gary Keller named one of the 33 people who are changing the real estate industry, 2015

Franchise Times – #2 in sales growth percentage on Franchise Times 200, 2014

Swanepoel Power 200 – Nine representatives on the list of the most powerful people in residential real estate, 2015

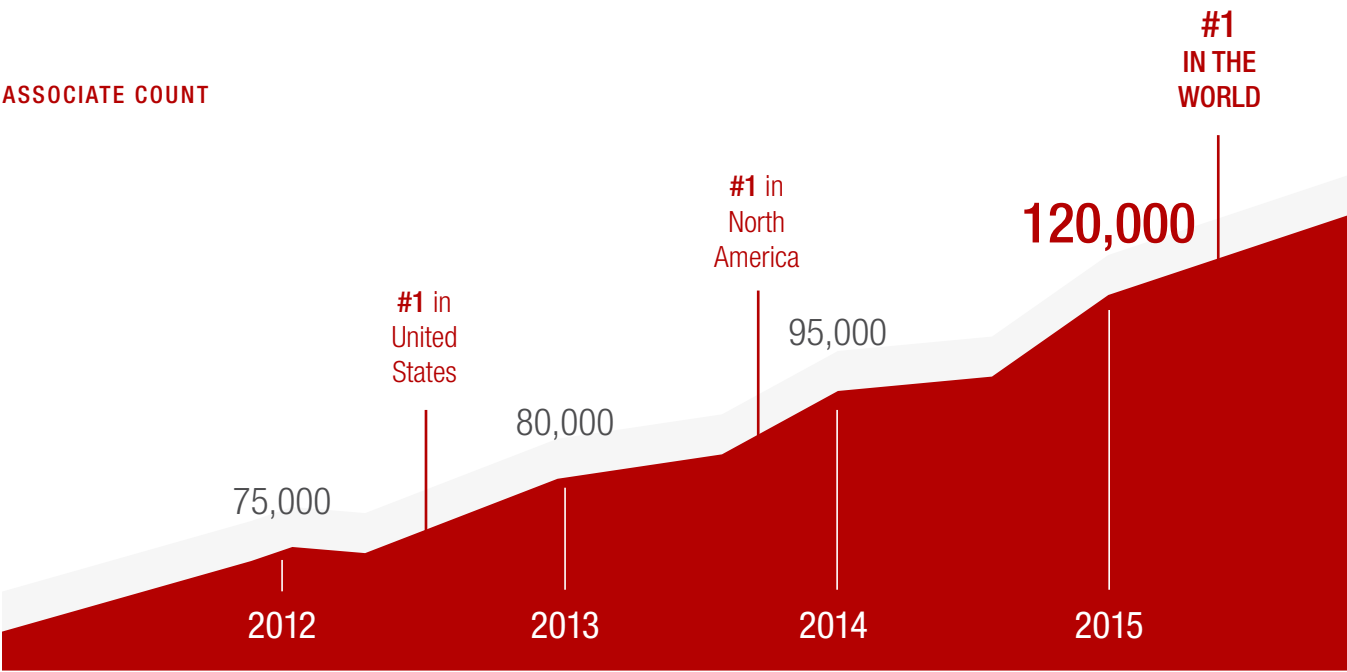
Inman News – eEdge named the Most Innovative Web Service in the real estate industry, 2011

American Business Awards – Sales Training/Coaching Program of the Year in 2009

EXPLOSIVE GROWTH

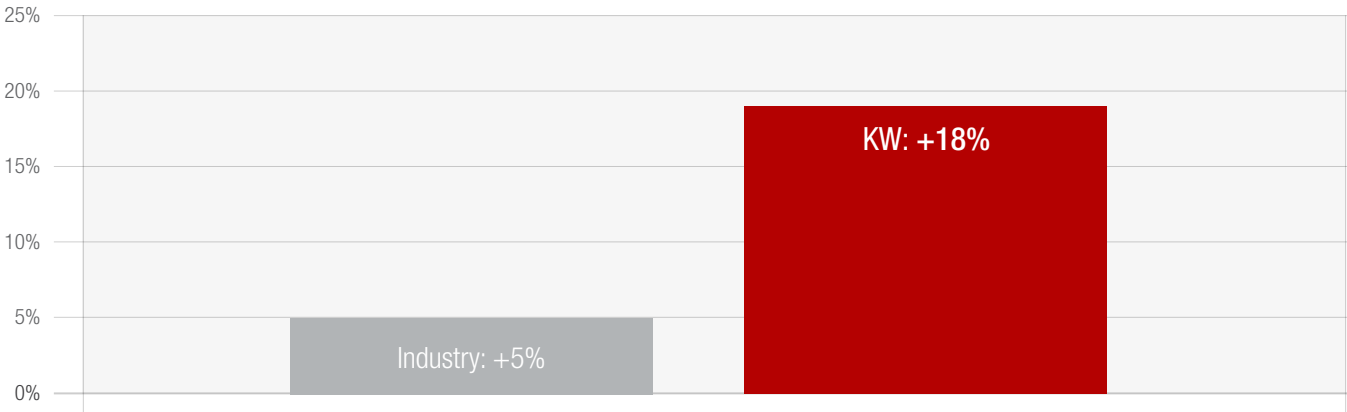
While others are slowing ... Keller Williams is growing.

ASSOCIATE COUNT



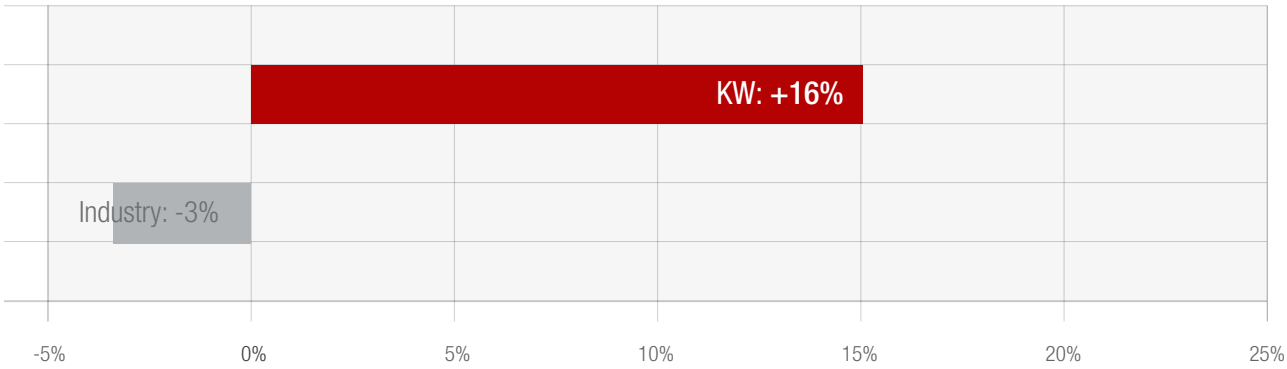
*Associate count as of April 2015

AGENT GROWTH | JAN. 2014 - DEC. 2014

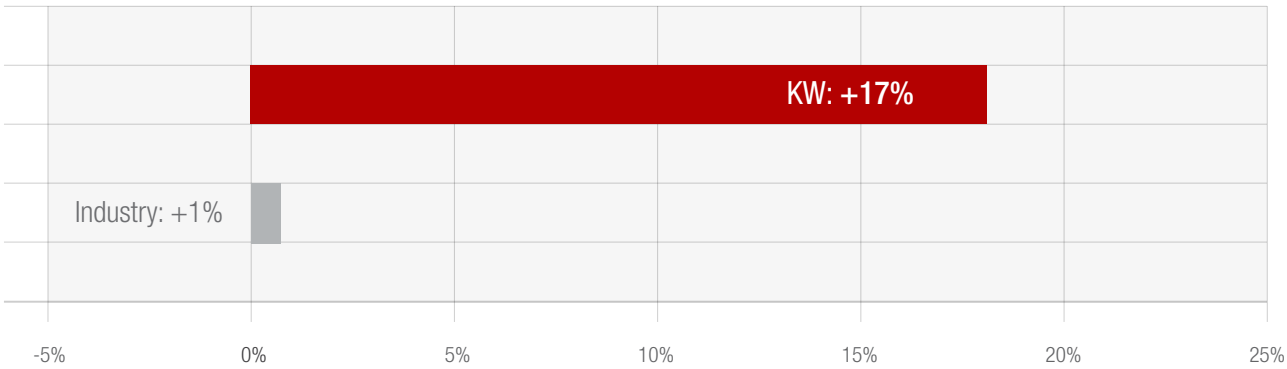


PRODUCTIVE AND PROFITABLE

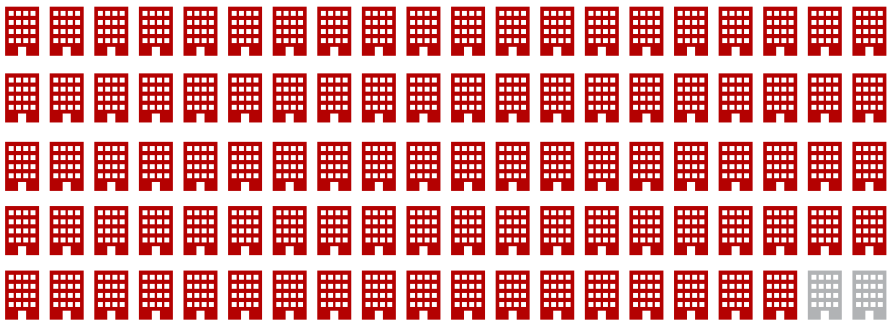
INCREASE IN CLOSED UNITS | END OF YEAR 2014



INCREASE IN CLOSED VOLUME | END OF YEAR 2014



OFFICE PROFITABILITY | END OF YEAR 2014



While other franchises have experienced low profits and many are closing their doors, **98 percent** of KW franchises were profitable in 2014.

BUILT BY AGENTS, FOR AGENTS

Our executive leadership team has more than 145 years of combined experience as both real estate agents and office owners.



GARY KELLER
Chairman, Co-Founder

35 years as real estate agent and owner



MO ANDERSON
Vice Chairman of the Board

40 years as real estate agent and owner



MARY TENNANT
Member of the Board

22 years as real estate agent and owner



CHRIS HELLER
CEO

32 years as real estate agent and owner



JOHN DAVIS
President

20 years as real estate agent and owner

OUR 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 begins with honesty

SUCCESS results through people

OUR MISSION

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

OUR VISION

To be the real estate
COMPANY OF CHOICE.

OUR PERSPECTIVE

A training and coaching company that also provides the franchise systems, products and services that lead to productivity and profitability.

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

NOT YOUR ORDINARY REAL ESTATE COMPANY

Keller Williams stands out from all other real estate firms in many ways, yet four areas in particular define us as an industry innovator and leader: education, marketing and technology, wealth building and culture.

Through these four pillars, we build the careers of our people. It's an approach that brings our associates the success they want and deserve.

1

Education

At Keller Williams, our commitment to **education** is unparalleled. From classroom training to on-demand, online education to our award-winning coaching programs – we provide the most advanced and comprehensive learning opportunities in real estate.

2

Marketing & Technology

Our **marketing and technology** platform is among the most innovative in the real estate industry – with a complete focus on driving your business and saving you time and money.

3

Wealth Building

The KW **wealth building** platform is built around the premise that our associates actively participate in building the dominant real estate company in their market and the opportunity to reap the accompanying financial rewards.

4

Culture

And finally, our **culture** creates a sense of family and community that is rare and unique in the real estate industry. When you're here, you're family.

EDUCATION

A photograph of a staircase with white balusters and a wooden handrail, symbolizing education. The staircase is made of white wood and has a curved wooden handrail. The steps are also made of wood. The background is slightly blurred, showing a window and some indoor plants.

“At Keller Williams University, we don’t believe in learning for knowing’s sake; we believe in learning for earning’s sake.”



PAUL CHIOLÒ

AN OPPORTUNITY TO LEARN AND GROW – EVERY DAY

CORNERSTONE COURSES



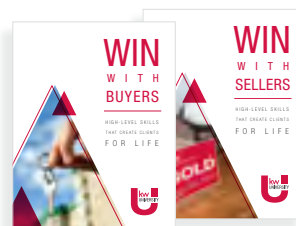
Ignite

Ignite is packed with the skills and scripts to spark any real estate career. A great starting point for anyone looking to close at least 16 transactions a year.



Lead Generation 36:12:3

Lead Generation 36:12:3 teaches you the disciplines and habits you need to close 36 transactions in 12 months by mastering 3 hours a day of lead generation.



Win with Buyers Win with Sellers

These two courses teach you the scripts and tactics of top producers on both sides of the transaction.

THE RSTLM® SERIES



Recruit-Select

Recruit-Select lays out how to build a pipeline of qualified candidates, effectively use behavioral job matching, and gives you a specific, defined system for three interviews to hire talent.



Action Training

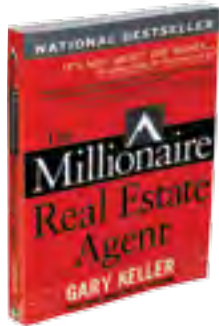
Action Training defines the process for a new hire's first hundred days on the job so that at the end of that period you know if you have a highly productive, self-managed employee.



Leadership & Motivation

These are the systems for building highly productive, rock-solid relationships that retain talent on your team.

CAREERS WORTH HAVING



The Millionaire Real Estate Agent

Do you ever ask yourself, “How do I, as a real estate salesperson, net \$1 million a year?” Gary Keller’s nationally bestselling real estate career guide shows you how it’s done.

BUSINESSES WORTH OWNING



The MREA Curriculum

The complete MREA Curriculum drills down on the models of *The Millionaire Real Estate Agent*, giving you and your team the steps, scripts and systems to take your business to the 7th level.

LIVES WORTH LIVING



The ONE Thing: The Surprisingly Simple Truth Behind Extraordinary Results

In *The ONE Thing*, *New York Times* bestselling authors Gary Keller and Jay Papasan present the lies that block your success and how to identify (and thwart) the thieves that steal your time and your life. They model the laws of purpose, priority and productivity, and finally, they teach you that the ONE Thing can radically change the way you work, the choices you make and the results you get.

KELLER WILLIAMS UNIVERSITY

TRAINING 125

"All of our training and coaching is developed by studying and modeling the behaviors of our most successful leaders. And, because our top agents are continually learning from each other and improving on ideas, our training is constantly improving."



"We are a training and coaching company that also happens to be in the business of real estate."

- GARY KELLER

EVENTS

FAMILY REUNION

Experience the most highly attended private real estate franchise event in the industry!

This four-day companywide annual convention prepares you for mastering the current market with more than 100 breakout sessions taught by the best in the business.

where
YOU
belong



MEGA CAMP



Mega Camp is the place where the industry's top producers gather to network with the best and hear the latest insights, trends and skills they need to succeed from Gary Keller and special guests!

MARKETING & TECHNOLOGY

“We’re a brand
that stands behind
our agents, not in
front of them.”



A BRAND PHILOSOPHY THAT WORKS

The Keller Williams brand philosophy differs from any other real estate franchise.

While we believe the power of the Keller Williams name is an asset to your business, we also recognize the need you'll have to customize and localize your marketing approach. Our goal is to deliver flexible, world-class marketing systems that power your business – from attracting agents to your office to helping them grow their business.

At Keller Williams, our agents' brands come first – and they put their clients first.



TARGETING NICHE MARKETS

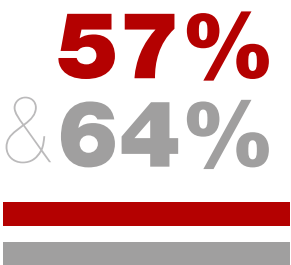
With a highly qualified network of luxury property specialists, commercial brokers and farm and ranch experts, KW Commercial, KW Luxury Homes International and KW Farm & Ranch provide you and your associates with the tools you need to capitalize on these three lucrative markets.

- Luxury Homes
- Commercial
- Farm and Ranch

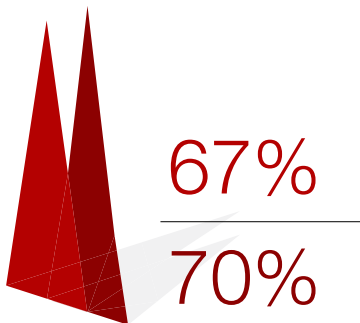
CONSUMERS DO BUSINESS WITH YOU

It's your brand that matters most because nobody does it better than you.

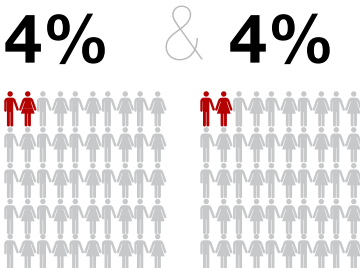
According to the 2014
NAR Profile of Home Buyers and Sellers:



57 percent of buyers and 64 percent of sellers found their agent through a referral or had used their agent previously.



67 percent of buyers and 70 percent of sellers only contacted one real estate agent before deciding who to work with.



Only 4 percent of buyers and sellers cited an agent's affiliation with a particular firm as the most important factor when choosing their agent.

INNOVATION WITH PURPOSE. TECHNOLOGY WITH AN EDGE.

To succeed in today's global real estate market, you have to stay on the cutting edge of technology. That means leveraging technology to power every aspect of your business. Keller Williams leads the way in the real estate industry with unmatched productivity-enhancing tools.

All of our technology products and services are inspired and directed by our associates.

LEADS

KW Lead Generation Network – Our goal is to connect consumers with the information they want, and with you, as quickly as possible. With our agent, market center and international sites, there are more than 100,000 websites in our lead generation network, giving you and your associates presence and power in online searches.

Local Internet Presence – We provide customizable templates for regional, national, local and agent sites that you and your associates can use to establish a strong web presence and become the premier resource for consumers looking for real estate online.



LISTINGS

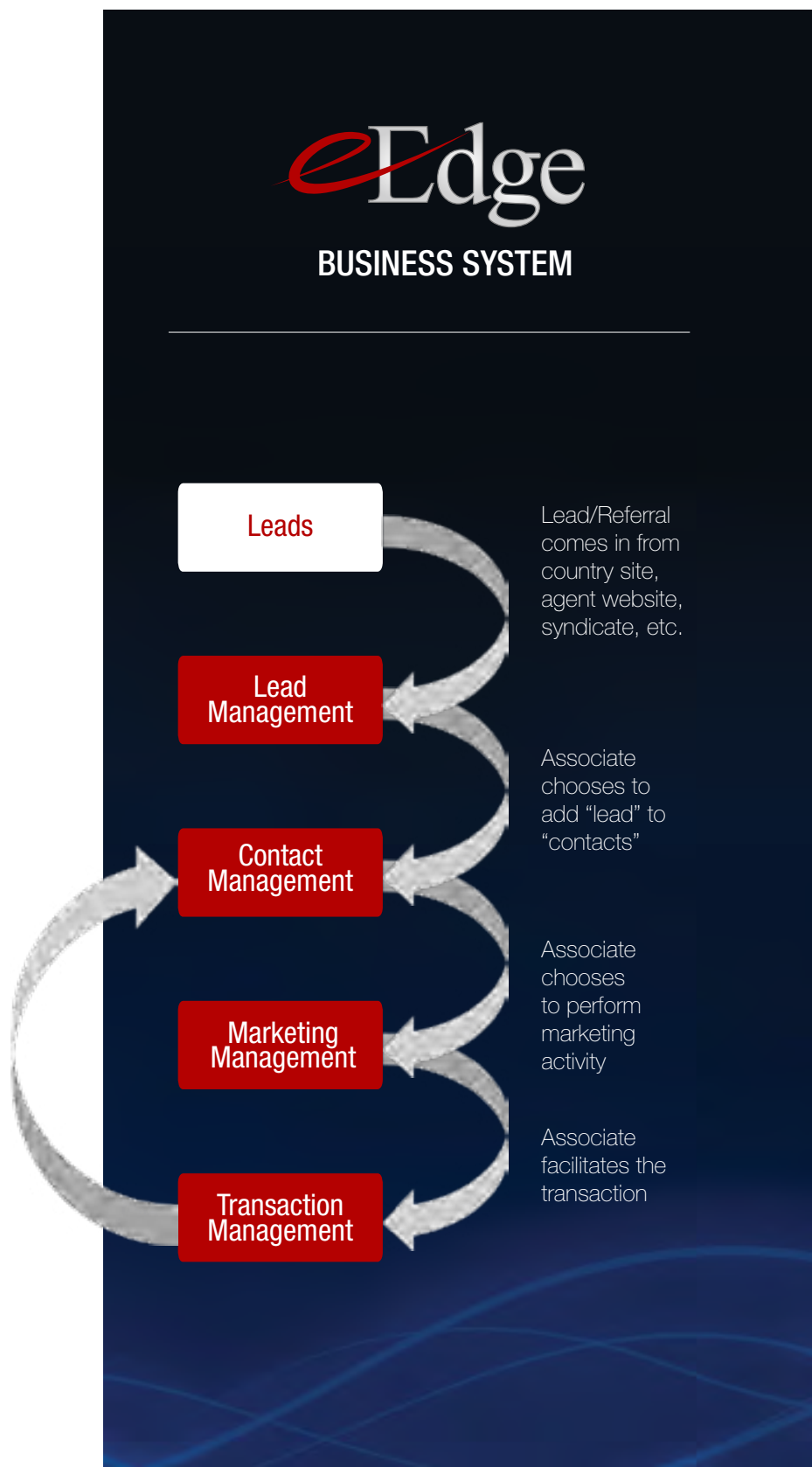
Keller Williams Listing System – The Keller Williams Listing System, or KWLS, allows us to syndicate listings across the globe. The KWLS guarantees that our associates maintain ownership and control of their listing data and get maximum exposure for their listings online.

My Listings, My Leads – Our agents work hard for listings and deserve all the leads that come from them. That's why wherever listings are marketed on the KW network and listing syndicates, all the leads go to the listing agent.

LEVERAGE

eEdge: Your Lead-to-Close Business Solution

eEdge is Keller Williams' revolutionary lead-to-close software solution and gives our associates a strong competitive edge with buyers and sellers.



WEALTH BUILDING & CULTURE

“We believe that how high we go as a company will be determined by how high we lift our people.”





SCOTT KATO AND RAY MIRAMONTES

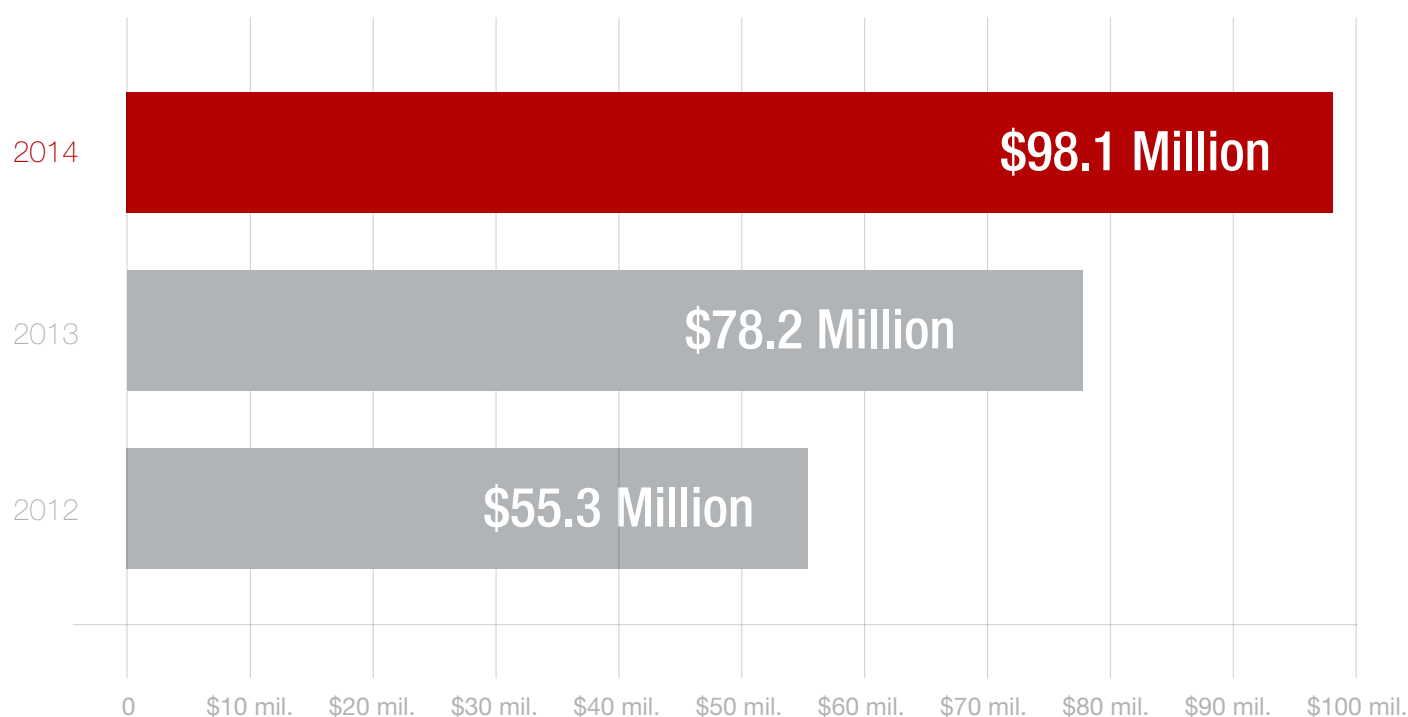
A WEALTH BUILDING OPPORTUNITY

The Keller Williams model is built around the premise that associates actively participate in growing their market centers and building the dominant real estate company in their market.

Through our profit share (U.S. and Canada) and growth share (Worldwide) systems, KW recognizes and rewards associates for helping to grow the company. Together they create a wealth building platform, ensuring that our associates have passive income well after their last real estate deal is closed.

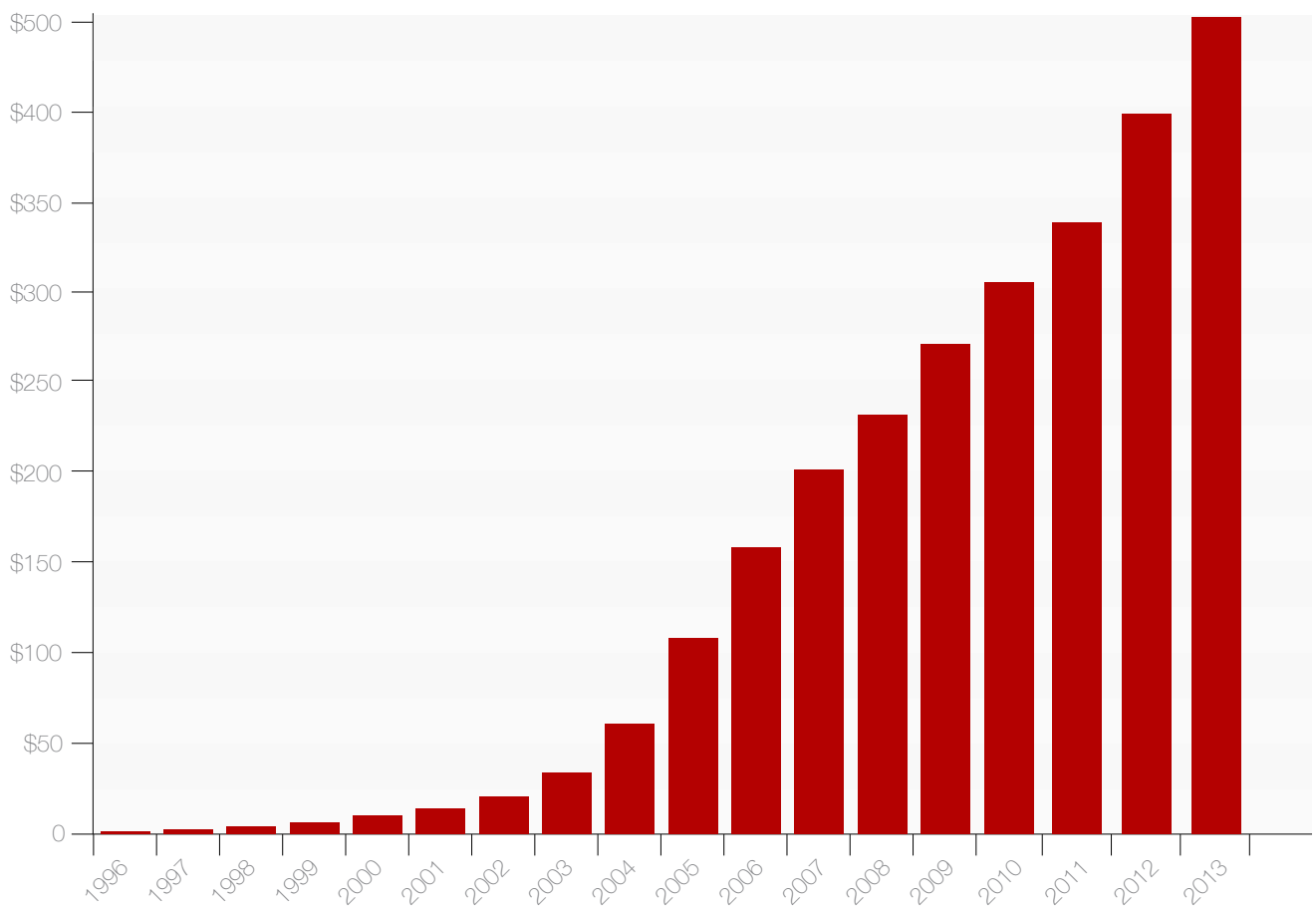
With the global expansion of Keller Williams, the potential for both profit share and growth share are now exponential.

THE POTENTIAL



**KW CUMULATIVE PROFIT SHARE
AND GROWTH SHARE** 1996-2014, IN MILLIONS

**\$573
Million**



*Numbers are North America, USD, as of year-end, Dec. 2014
Growth share and profit share amounts may vary – this is not an earnings claim.*

A COMPANY BUILT AROUND PEOPLE

At the core of Keller Williams is a conviction that who you are in business with matters. We know that the company we keep can contribute to our lives in untold ways, so we work together to ensure that our owners, managers and real estate professionals all function with a shared purpose and goal.

ASSOCIATE LEADERSHIP COUNCILS



Built on the philosophy that people matter most, Keller Williams puts its agents and owners at the center of every strategic decision the company makes – literally. Keller Williams is governed by the International Associate Leadership Council (IALC), which helps to guide the growth and direction of the company.

KW CARES



KW Cares is a primary example of our culture in action. As a 501(c)(3), KW Cares is a public charity that supports Keller Williams associates and their families in times of extreme hardship. From activities such as our \$5.3 million fund drive in the wake of Hurricane Katrina to driving trucks of supplies into Joplin, Mo., after devastating tornadoes and to the Jersey Shore after Superstorm Sandy, KW Cares is there to lend a hand as soon as it's needed.

KW KIDS CARE



As a training and coaching company that just happens to be in the business of real estate, Keller Williams believes in thinking big and cultivating a growth mindset. The children of Keller Williams associates have undoubtedly heard these concepts and perspectives in their homes and observed their parents living their own big lives. KW Kids Care is the natural next step for Keller Williams Realty. This nonprofit is committed to providing our youth with learning experiences that inspire big thinking, promote wealth building and instill a passion for generous giving.



RED DAY

Introduced in 2009, RED Day is Keller Williams' annual day of service, where all KW associates put down their cell phones and pick up their paintbrushes to serve worthy organizations and causes in their communities. RED Day is just another example of our commitment to each other and to the cities and towns where we live and work.

A REAL ESTATE REVOLUTION

We're looking for **PASSIONATE ENTREPRENEURS** who are ready to seize the unprecedented opportunity of today's market. Because we know that the strongest enterprises are driven by top talent, our growth strategy is completely centered on getting in business with the very best people in the real estate industry across the globe.



Are you one of those people?

kw.com | kwworldwide.com



Keller Williams Realty
3134 Baker Road Dexter, Michigan 48130
2144 S State St. Ann Arbor, Michigan 48104
(734) 669-0337 Office ~ (734) 661-4315
info@KathyToth.com ~ www.KathyToth.com

