

**CAREERS** WORTH  
HAVING.

**BUSINESSES** WORTH  
OWNING.

**LIVES** WORTH  
LIVING.

**kw**  
KELLERWILLIAMS®

# 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

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

independent

# AWARDS AND HONORS



- **Workplace Dynamics** – One of America’s Top 10 Workplaces, 2012 & 2013
- **Training Magazine** – #2 in the world and #1 in real estate on Training Top 125, 2013
- **REAL Trends, Inc.** – Represented 22 percent of the top 500 brokerages ranked by closed transactions and 23 percent of the top 500 brokerages ranked by closed volume in the annual REAL Trends 500, 2013
- **REAL Trends, Inc./Wall Street Journal** – Represented 11 percent of the top 1,000 agents and teams in the U.S. in annual ‘The Thousand’ report, including 25 percent of top teams ranked by transaction sides, 2013
- **Entrepreneur Magazine** – Ranked #1 real estate franchise on Franchise 500 list, 2012
- **Inc. Magazine** – One of the Top 5000 Fastest Growing Private Companies in America, 2012
- **Franchise Times** - Top Quartile of Franchise Operations in the U.S., 2012
- **Inman News** – Co-Founder and Chairman of the Board Gary Keller named one of the 100 Most Influential Leaders in Real Estate, 2012
- **Inman News** – eEdge named the Most Innovative Web Service in the real estate industry, 2011
- **Swanepoel Trends Report** – Most Recognizable Real Estate Franchise for 2009, #1 Industry Trendsetter for 2009
- **American Business Awards** – Sales Training/Coaching Program of the Year in 2009

# EXECUTIVE LEADERSHIP TEAM



**Gary Keller,**  
co-founder and  
chairman

Keller Williams Realty's executive leadership team has more than 100 years combined experience as both real estate agents and office owners.



**Mo Anderson,**  
Vice Chairman



**Mary Tennant,**  
President



**Mark Willis,**  
CEO

“As long as we listen to our agents and deliver what they want – they will prosper and so will our company.”

# SHARED VISION

## Mission

To build careers worth having, businesses worth owning and lives worth living.

## Vision

To be the real estate company of choice.

## Values

God, family and then business.

The W14C2TS Belief System

**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

“ We believe that real estate is a local business, **driven by individual agents** and their presence within their communities.”

## ABOUT US

# A REAL ESTATE POWERHOUSE

Keller Williams Realty is **founded** by Gary Keller and Joe Williams in Austin, Texas

KW becomes **#1 real estate company in Austin**, a position still held today

KW begins **franchising in Canada**

KW becomes **3rd largest** real estate company in the United States

KW opens in Vietnam, **1st global office launch**

KW becomes the **#1 largest real estate company in North America**

1983

1984

1988

1990

1998

2004

2009

2010

2012

2013

2013

Keller Williams becomes the **#1 single office in Austin**

KW begins **franchising in the United States**

KW becomes **4<sup>th</sup> largest** real estate company in the United States

KW becomes **2nd largest real estate company in the United States**, announces intent to begin wide-scale international franchising

KW becomes the **#1 largest real estate company in the United States**

# THE NUMBERS

 **95,900**

Associates  
(Jan. 2014)



**\$4.2** bill.

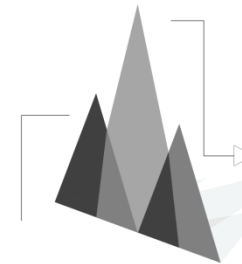
Total GCI earned in 2013



Market center **owner profit** reached

**\$98.5 million**

in 2013.



**29%**

**increase** year over year



**30%**

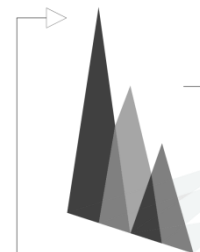
The **increase** over the  
pervious year



**Profit share** reached

**\$78 million**

at year end 2013.



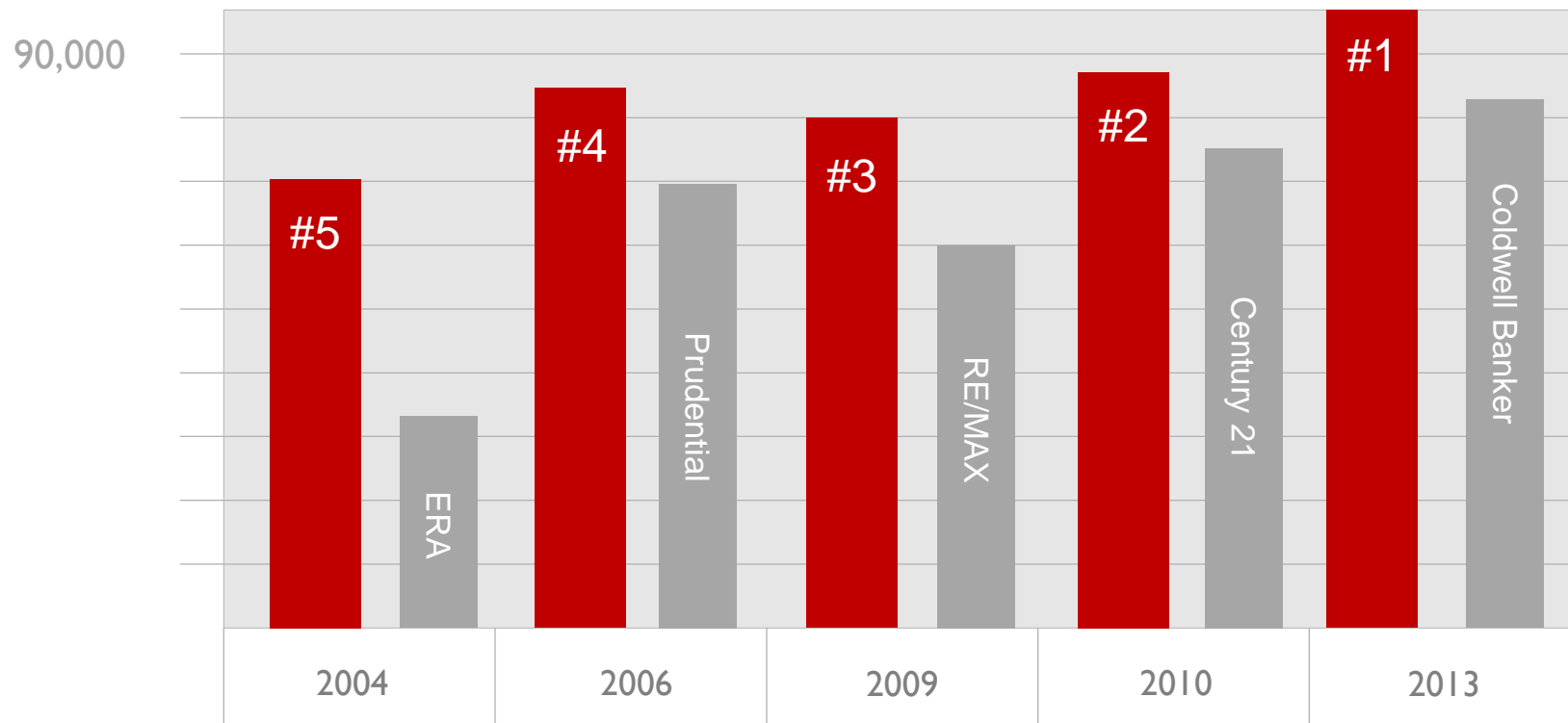
**41%**

**increase** year over year

OUTPACING THE MARKET

# OUTPACING THE INDUSTRY

GROWTH TRAJECTORY | Surpassing All Major Franchise Competitors

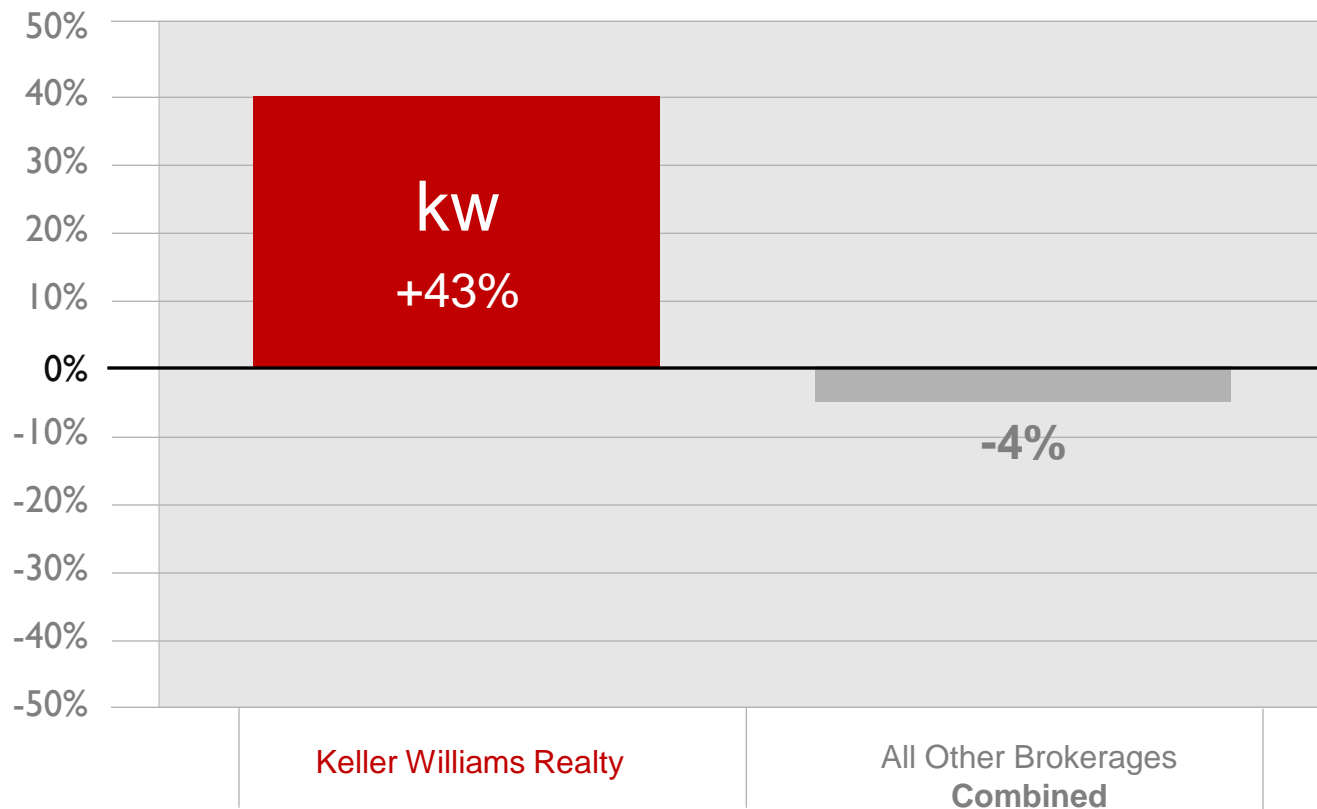




OUTPACING THE MARKET

# WHILE OTHERS ARE SLOWING ... KELLER WILLIAMS REALTY IS GROWING.

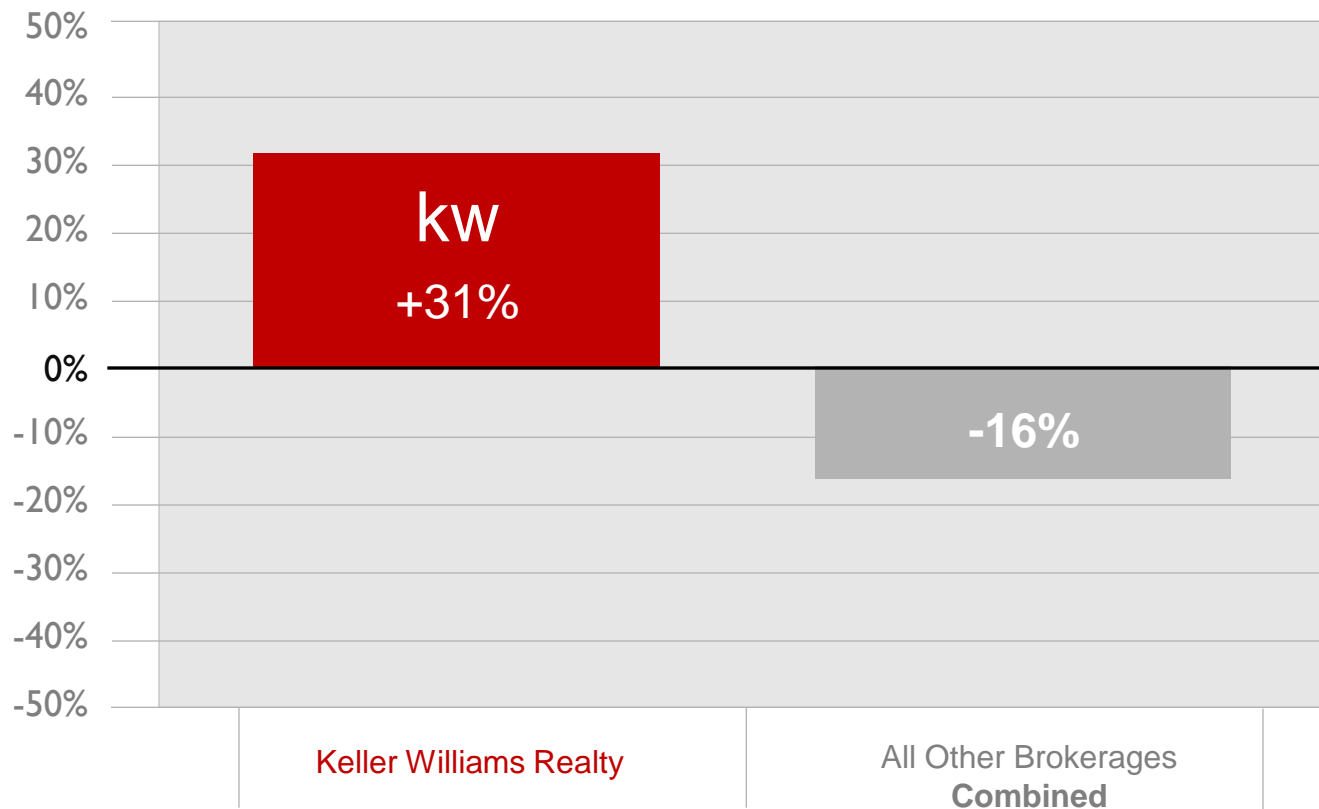
MAJOR BROKERAGES, Closed Sides on REAL Trends 500 Report | 2008-2012



OUTPACING THE MARKET

# WHILE OTHERS ARE SLOWING ... KELLER WILLIAMS REALTY IS GROWING.

MAJOR BROKERAGES, Closed Volume on REAL Trends 500 Report | 2008-2012

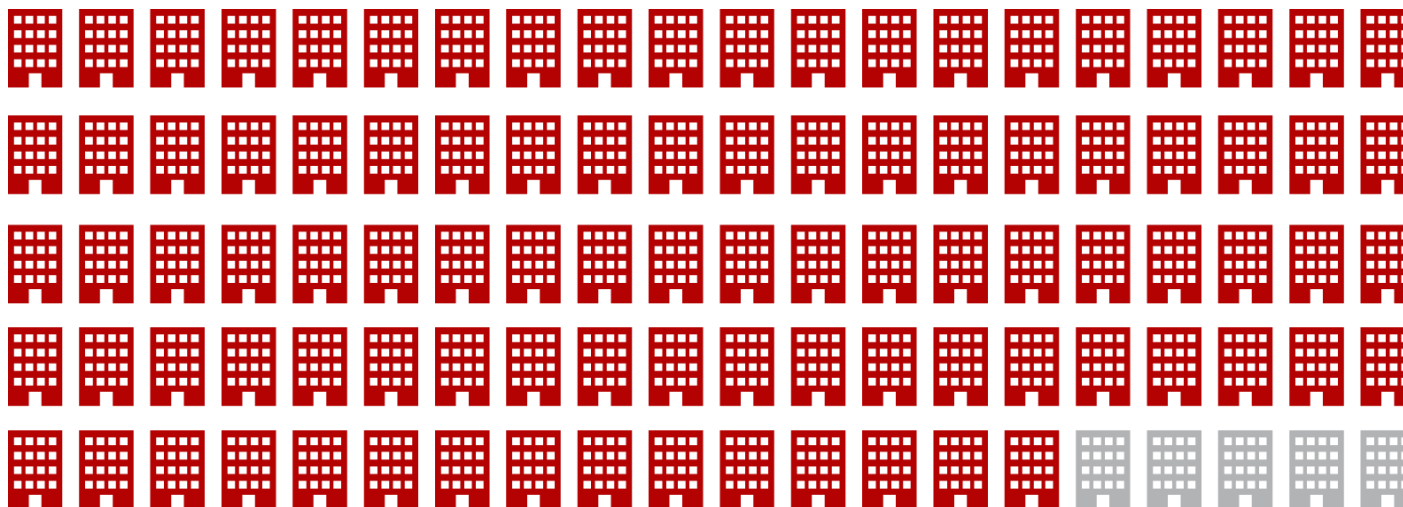


OUTPACING THE MARKET

# OFFICE PROFITABILITY

OFFICE PROFITABILITY | END OF YEAR 2013

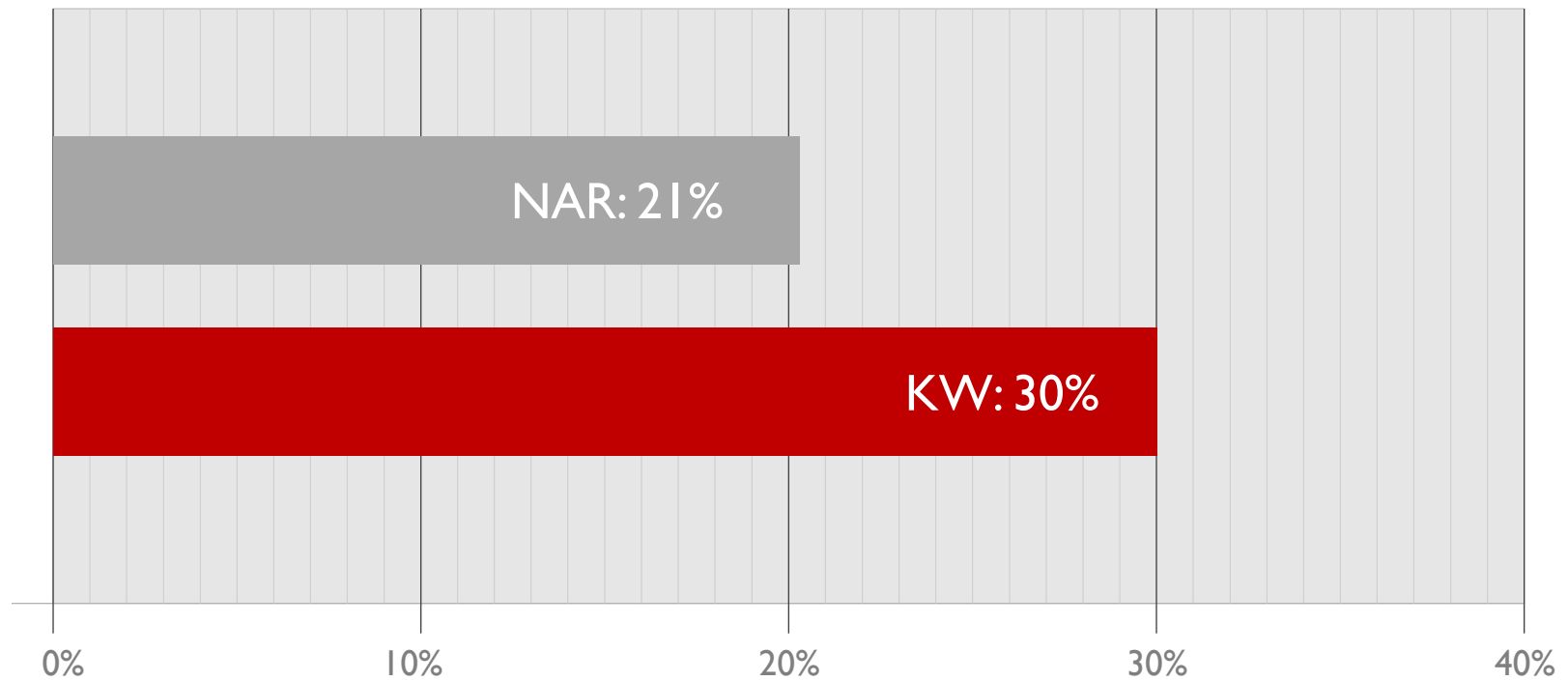
95%



OUTPACING THE MARKET

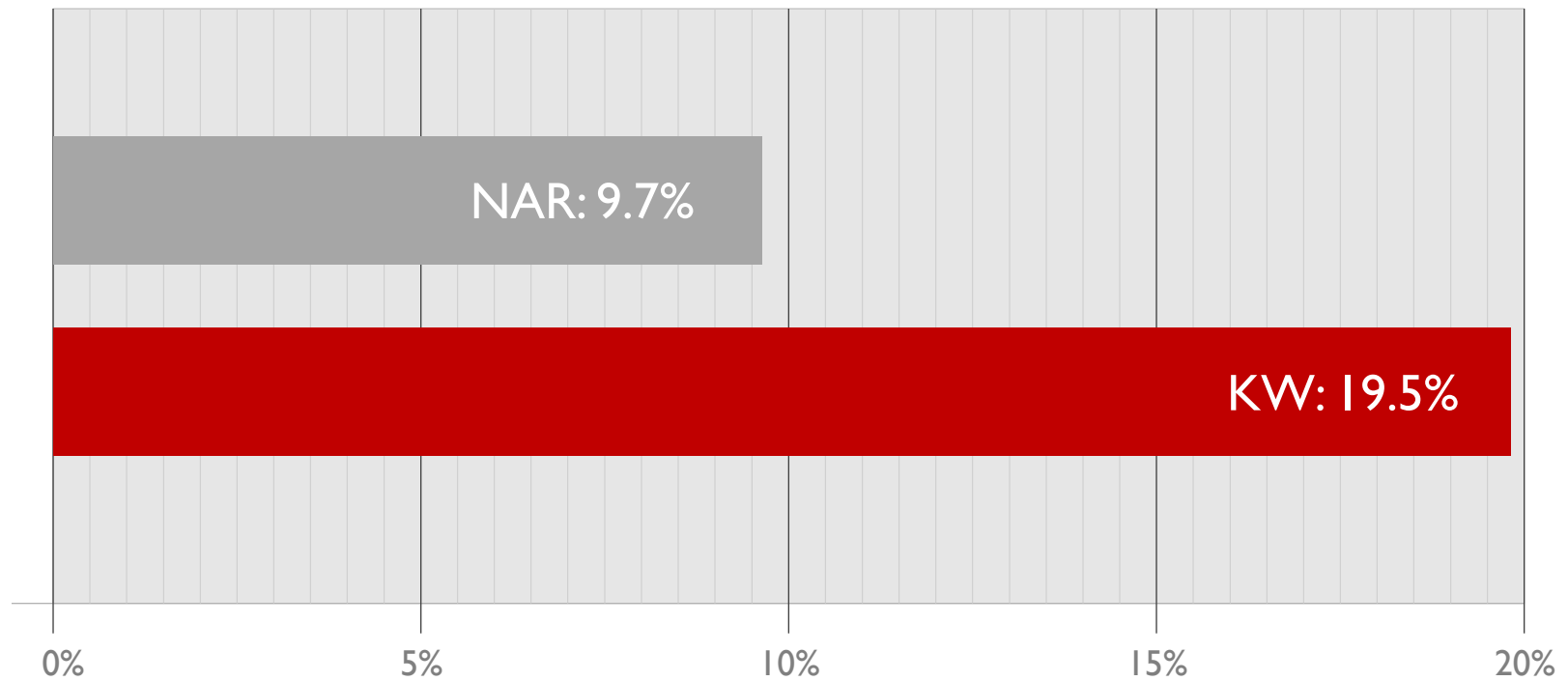
# AGENT PRODUCTIVITY

INCREASE IN VOLUME CLOSED – U.S. | END OF YEAR 2013



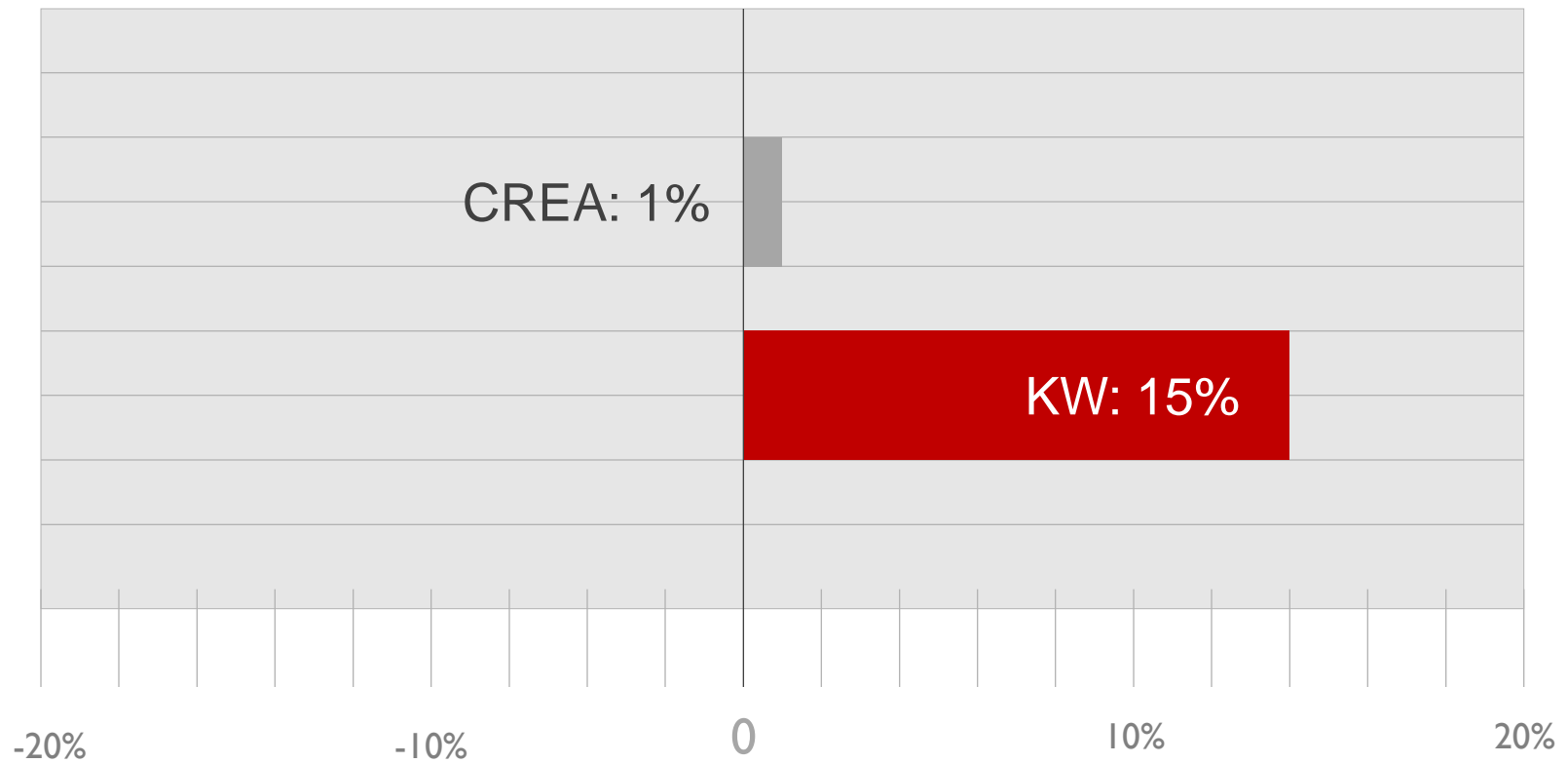
# AGENT PRODUCTIVITY

INCREASE IN UNITS CLOSED – U.S. | END OF YEAR 2013



# AGENT PRODUCTIVITY

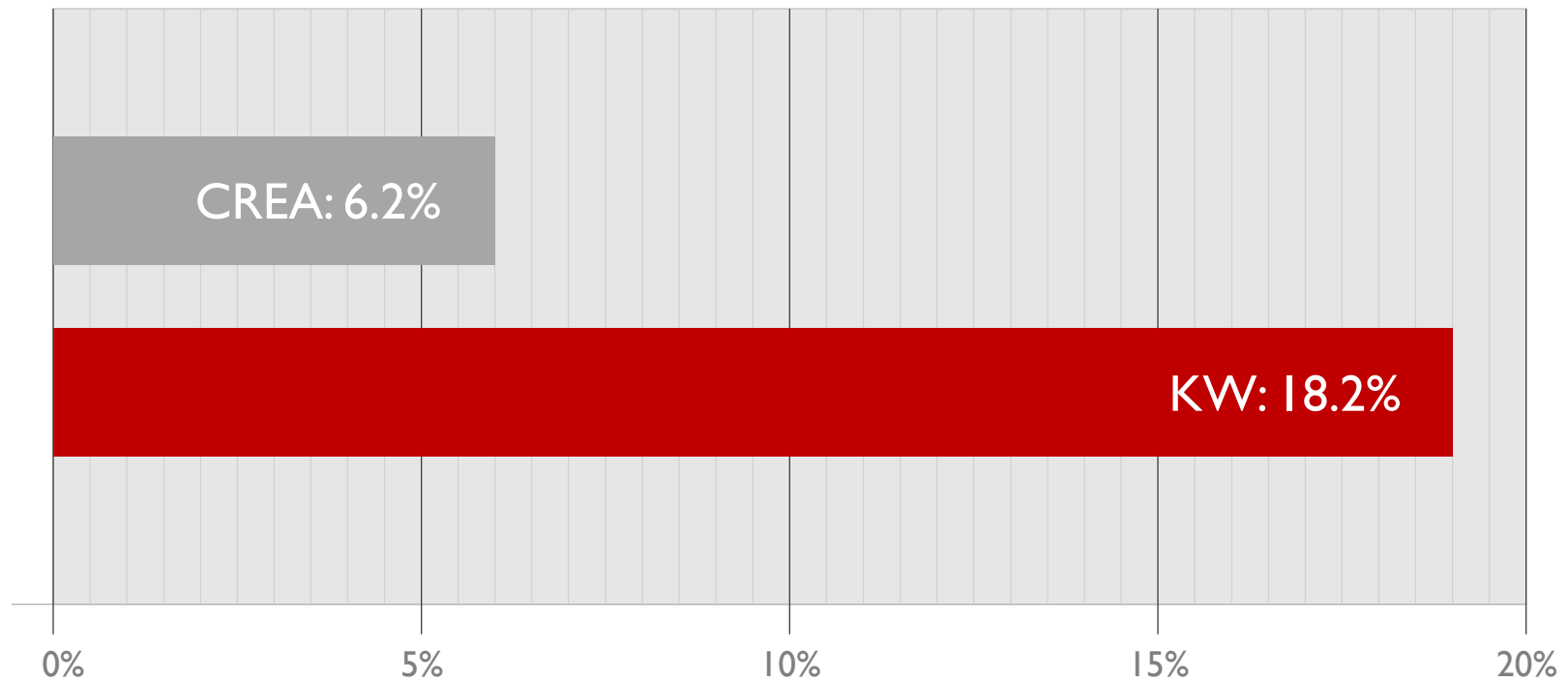
INCREASE IN UNITS CLOSED – **Canada** | END OF YEAR 2013



OUTPACING THE MARKET

# AGENT PRODUCTIVITY

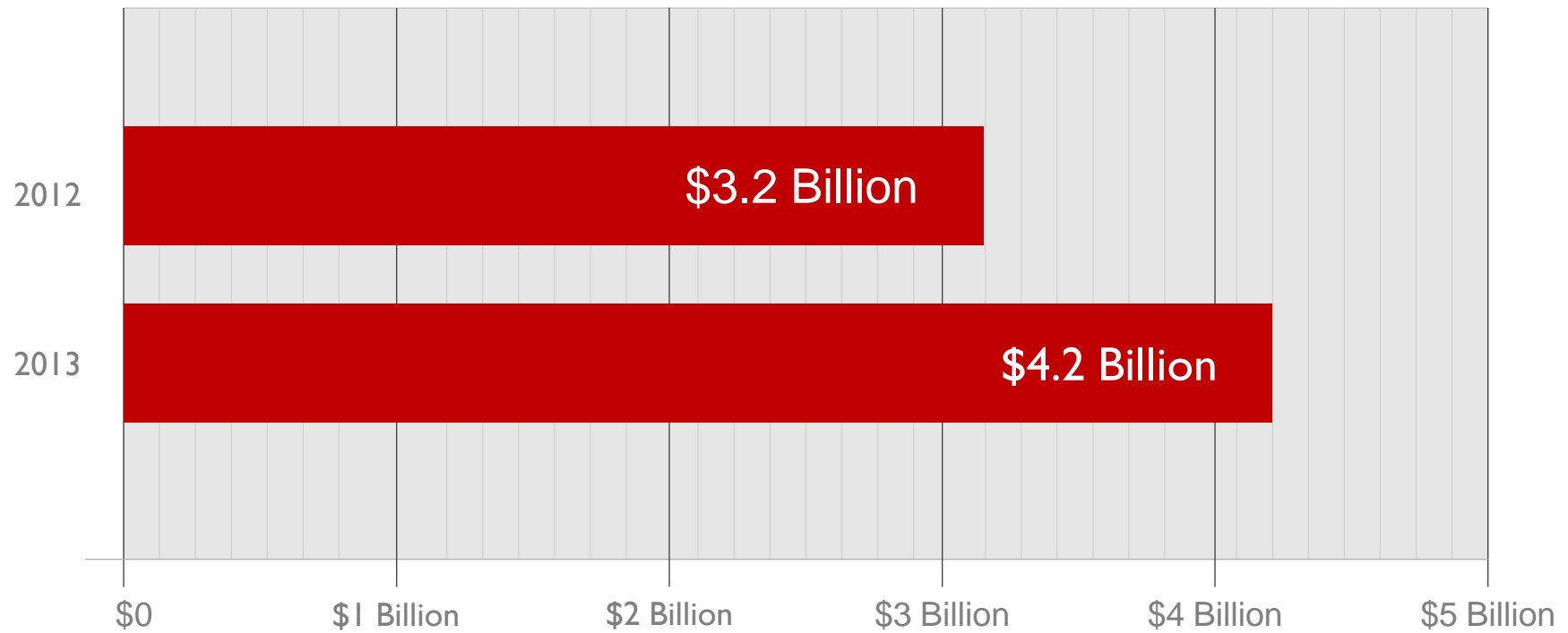
INCREASE IN VOLUME CLOSED – **Canada** | END OF YEAR 2013



DEFYING THE MARKET

# OUR AGENTS EARNED MORE INCOME

TOTAL COMMISSIONS EARNED | YEAR OVER YEAR





KELLER WILLIAMS

# NOT YOUR ORDINARY REAL ESTATE COMPANY

We like to think we stand out from other real estate firms in many ways, and **FOUR** areas in particular define Keller Williams Realty:

A man with short dark hair, wearing a grey zip-up sweater over a light-colored collared shirt, is sitting on a white wooden staircase. He is smiling slightly and looking towards the camera. The background is a blurred interior space with more of the staircase and a doorway.

EDUCATION

MARKETING & TECHNOLOGY

CULTURE

WEALTH BUILDING

PAUL CHIOLO, OCEAN CITY, N.J.



“I feel like I’ve uncovered a company that took education and training just as, if not more, seriously as anything I had ever experienced before.”

PAUL CHIOLO, OCEAN CITY, N.J.

# EDUCATION

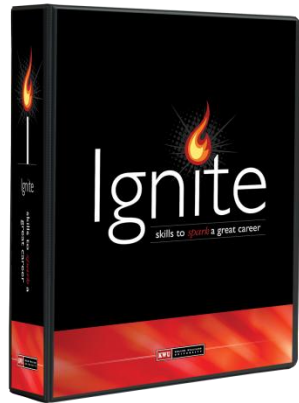
EDUCATION: KELLER WILLIAMS UNIVERSITY

# A RESOURCE FOR EVERY CAREER LEVEL



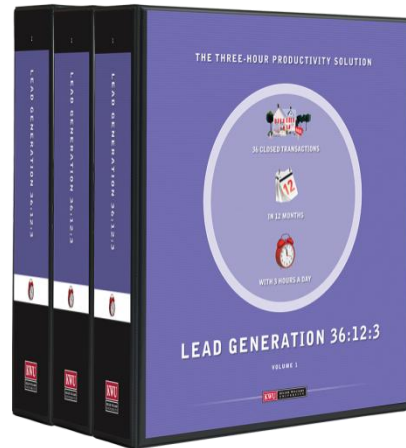
More than **60 KWU courses** are downloadable from the KWU Website at no cost to our associates.

# CORNERSTONE COURSES



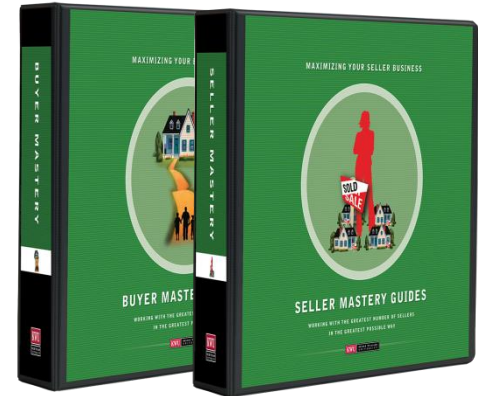
## Ignite

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.



## Buyer Mastery and Seller Mastery

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

# SUPPORT IN BUILDING YOUR TEAM



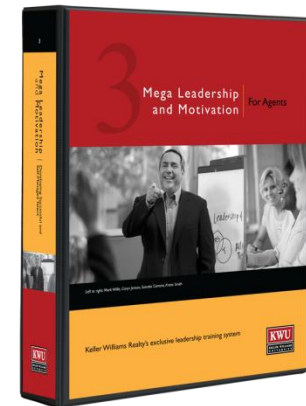
## Recruit-Select

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.

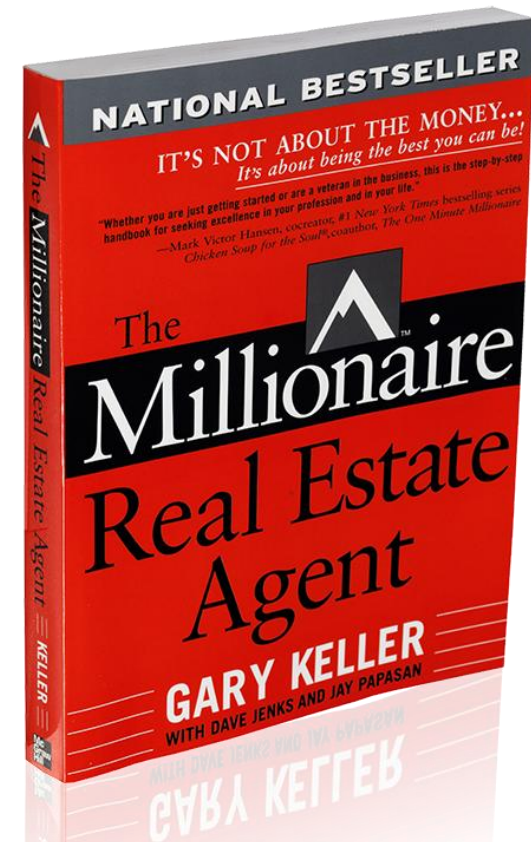
# TIMELESS RESOURCES

## ***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 best-selling real estate career guide shows you how it’s done.

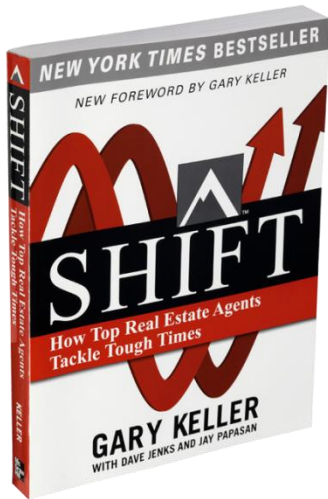
## **The MREA Curriculum**

The complete MREA Curriculum drills down on the models of MREA, giving you and your team the steps, scripts and systems to take your business to the 7<sup>th</sup> level.



“If I have seen farther than others, it is because I was standing on the shoulders of giants.” ISAAC NEWTON

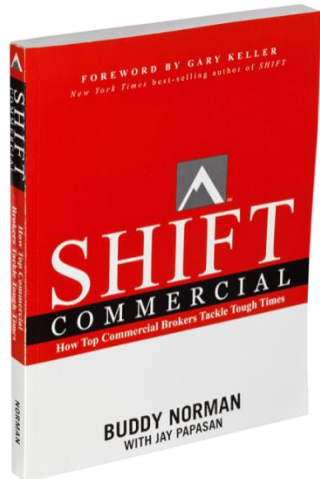
# TIMELY RESOURCES



## ***SHIFT: How Top Real Estate Agents Tackle Tough Times***

Shifts happen.

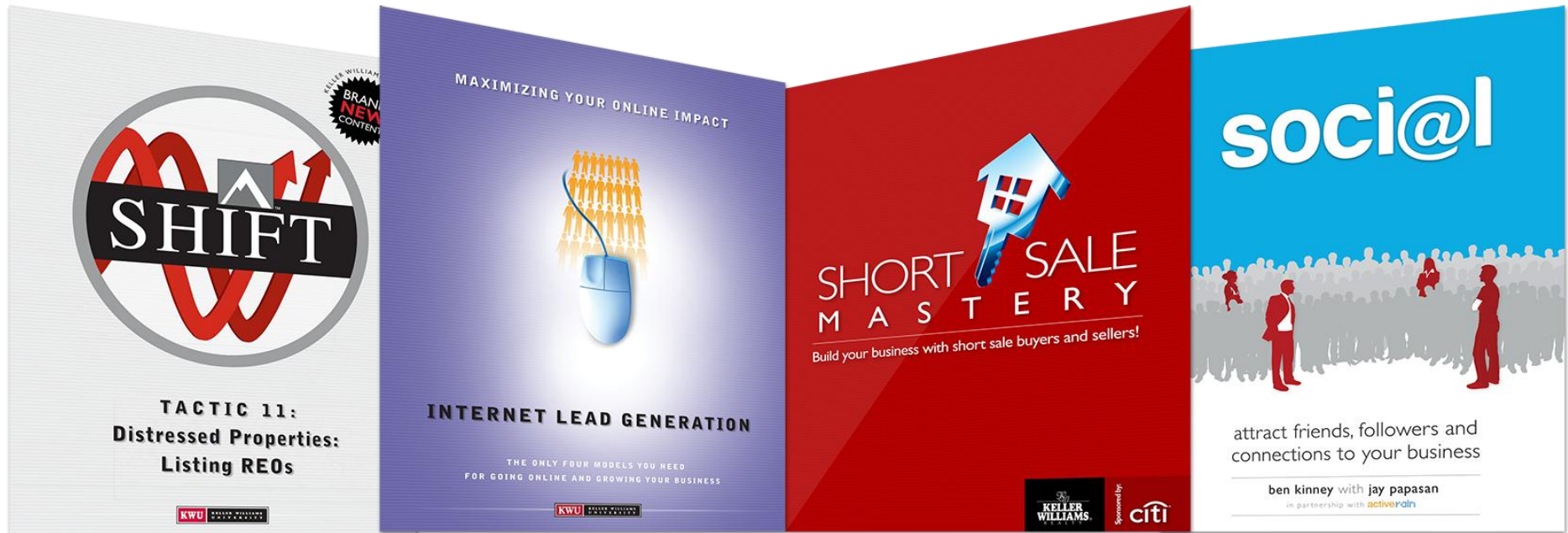
Markets shift and so can you. Both transform your business and your life. In Gary Keller's third national best-seller, you will learn the 12 proven tactics that will power your business forward – no matter the market. An entire curriculum is also available that drills down on the 12 tactics from the book.



## ***SHIFT Commercial***

*SHIFT Commercial* takes the tactics of SHIFT and focuses on the implementation of each into a commercial broker's business. This book is also packed with the proven models, tactics and insights from top commercial brokers across the U.S. and Canada.

# RESPONDING TO THE MARKET OF THE MOMENT



“We are a training and coaching company – that just happens to be in the business of real estate.”

GARY KELLER, CO-FOUNDER AND CHAIRMAN



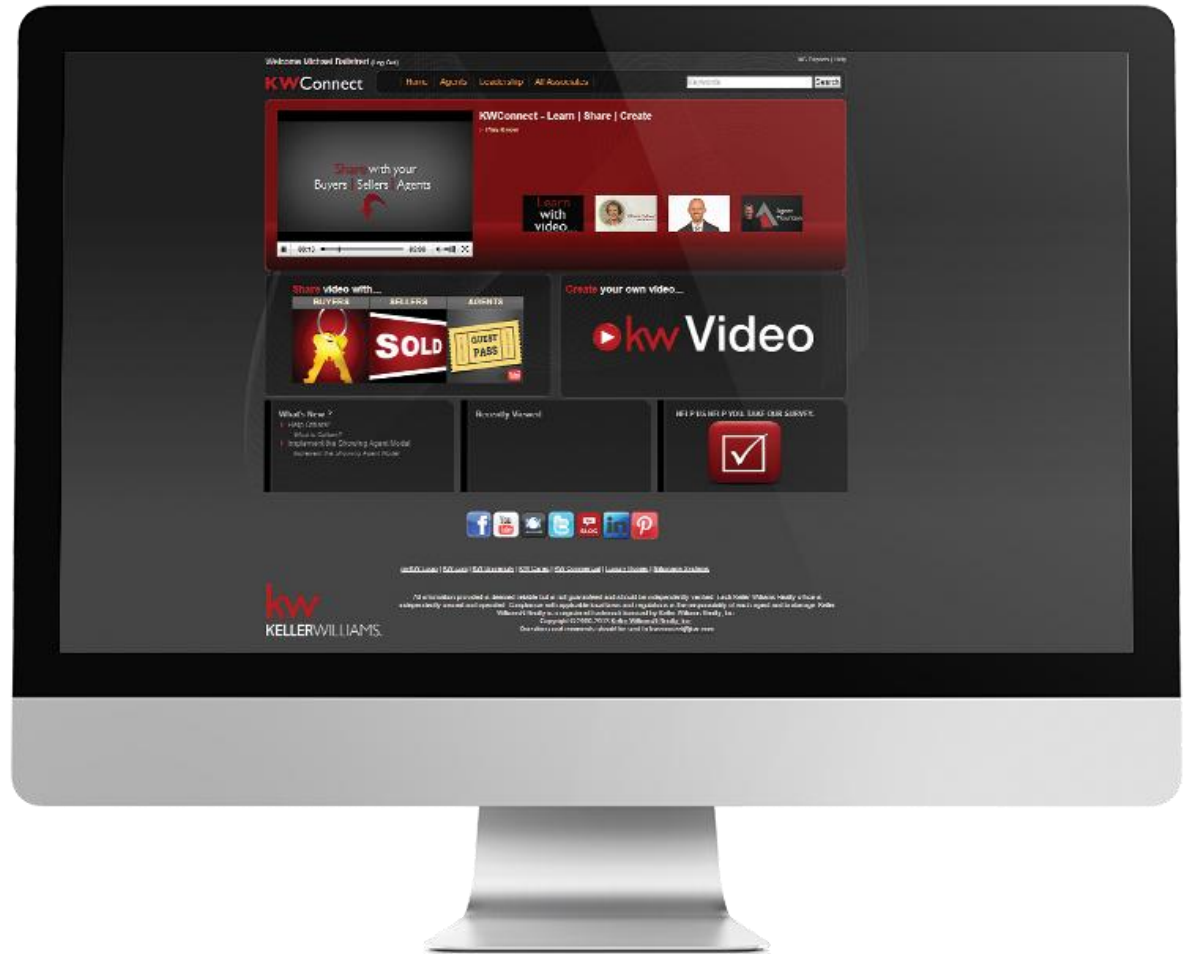
# BUILDING A LIFE WORTH LIVING

**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.



# ON DEMAND LEARNING – AVAILABLE 24/7



# 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 150 breakout sessions taught by the best in the business.



# FAMILY REUNION

[www.familyreunion.kw.com](http://www.familyreunion.kw.com)





“We absolutely hold the key to greatness  
in our hands; it’s a conscious choice.  
MAPS is here to hold you accountable to  
making that happen.”

DIANNA KOKOSZKA,  
CEO OF MAPS COACHING AND KELLER WILLIAMS UNIVERSITY

# MAPS COACHING

# MAPS COACHES TO KW MODELS

## One-on-One Coaching



MAPS Coaching's award-winning Mastery program offers personalized coaching, business planning, and high-level accountability for those committed to growing their business and income as swiftly as possible, no matter the market.



Similar in design to our Mastery Coaching, Breakthrough Coaching offers personalized coaching on a bi-weekly schedule at a lower price with the goal of quickly accelerating you into the Mastery program.

## Group Coaching



Our Fast Track programs give you exclusive access to improve your business in specific areas – from developing the right mindset to mastering language patterns to taking and servicing REO and short sale listings.



# BOLD BUSINESS OBJECTIVE: *A LIFE BY DESIGN*

In 2013, **32,000** BOLD graduates:

**WROTE**

**50%**  
more contracts

**SOLD**

**50%**  
more units

**EARNED**

**114%**  
more money



Written by **Dianna Kokoszka**, BOLD includes the mindset, skills and scripts that have propelled Kokoszka's own million-dollar real estate career and secured her place as the industry's "Queen of Systems and Scripts."

# MAPS SIGNATURE EVENTS

## **Mega Camp** | Austin, Texas

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

## **Masterminds**

With a focus on collaboration and learning from each other's "been-there-done-that" wisdom, Masterminds puts you in an all-day brainstorming session with top-producing agents and leaders!



“You will find solutions for issues in addition to all the great input, strategies and models you'll pick up.”

“You work hard to get your listings, so in our book, you deserve every lead that comes from them. Our entire online lead generation system is built around this philosophy.”



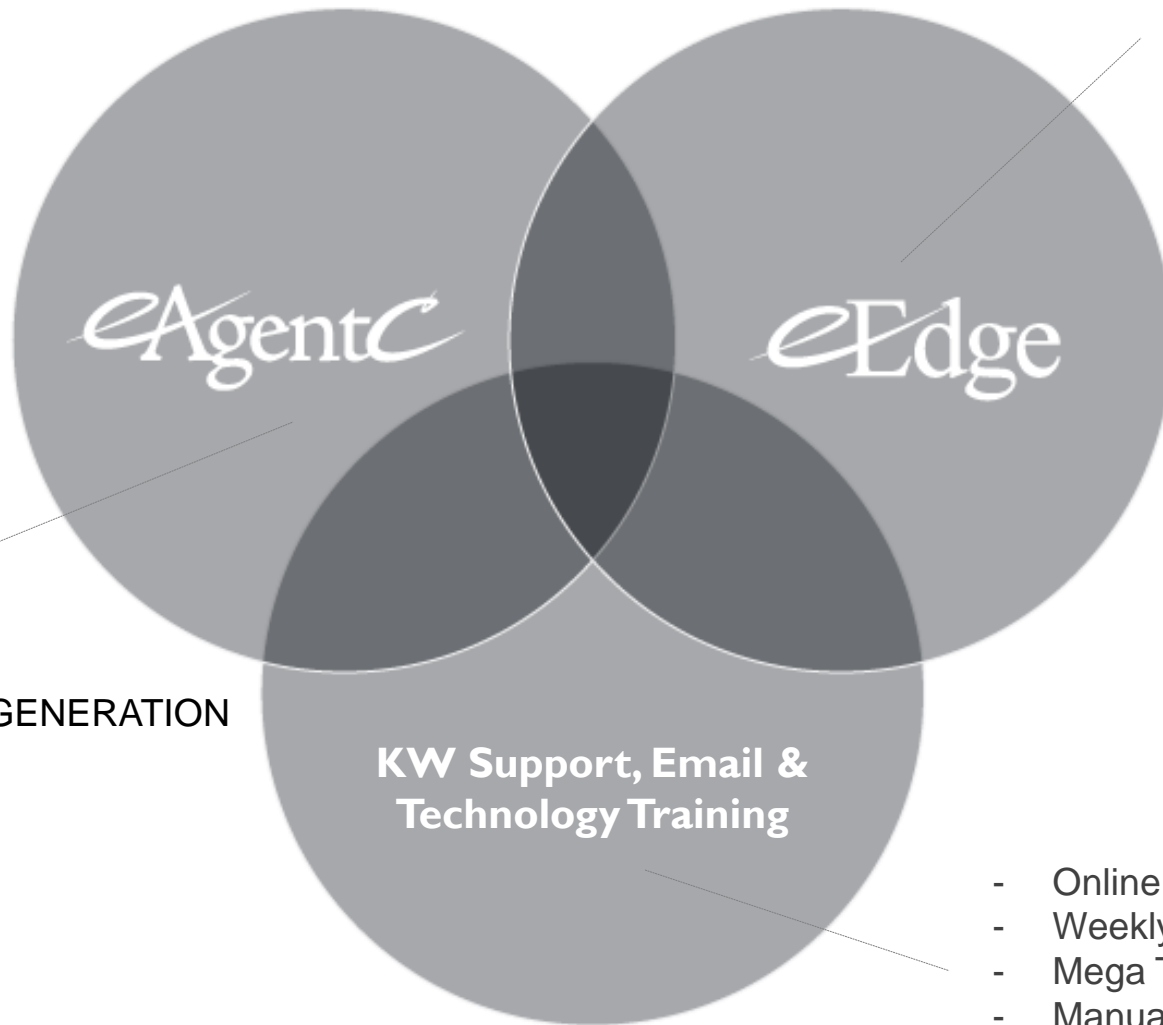
KW's MY LISTINGS, MY LEADS PHILOSOPHY

# TECHNOLOGY





# YOUR TECHNOLOGY SUITE



Providing you with a complete LEAD CONVERSION to CLOSE system

- myLeads
- myContacts
- myMarketing
- myTransactions



eEdge was honored by industry trend-watchers at Inman News as the Most Innovative Web Service in the real estate industry in 2011!

Providing you with a complete LEAD GENERATION network

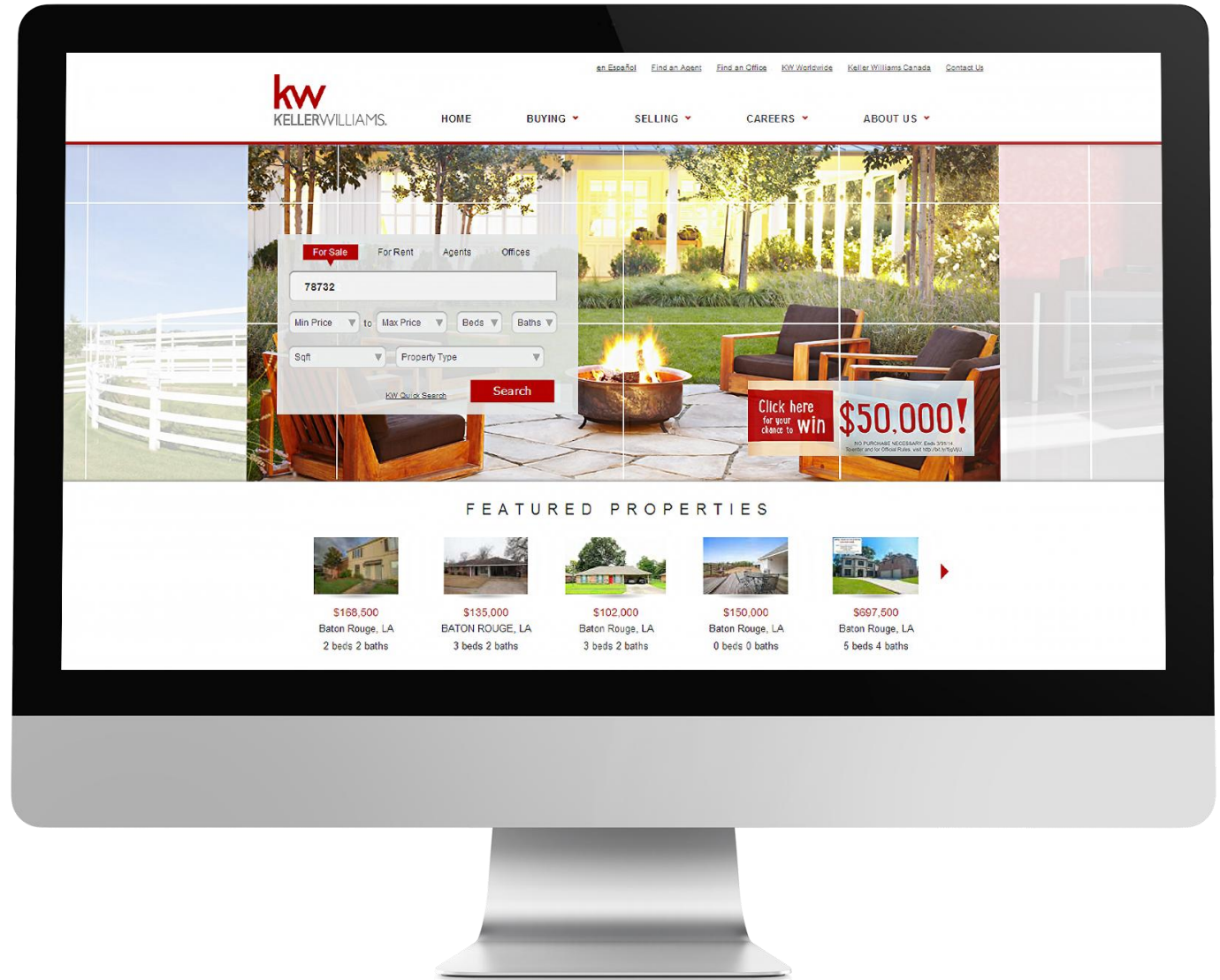
- kw.com
- kellerwilliams.ca
- KW agent websites
- KW market center websites
- KWLS /listing syndication
- Agent-branded mobile property search

**KW Support, Email & Technology Training**

- Online training
- Weekly webinars
- Mega Tech Camp
- Manuals & Tutorials
- [support@kw.com](mailto:support@kw.com)
- [support.kw.com](http://support.kw.com)

# INTERNATIONAL REACH, LOCAL FEEL

kw.com is home  
to more than **5  
million listings**  
(including  
yours)!



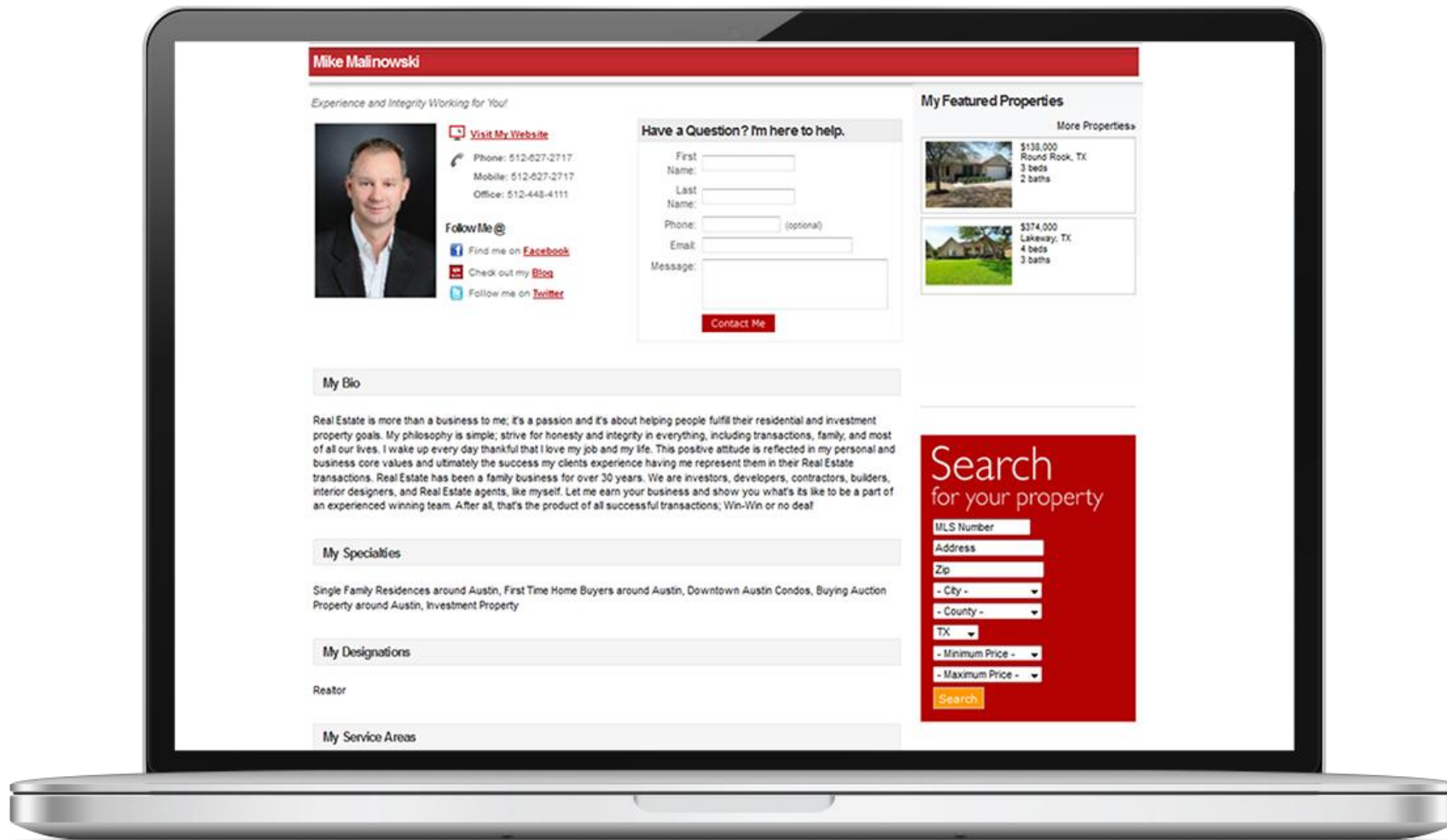
TECHNOLOGY

# MOBILE APP

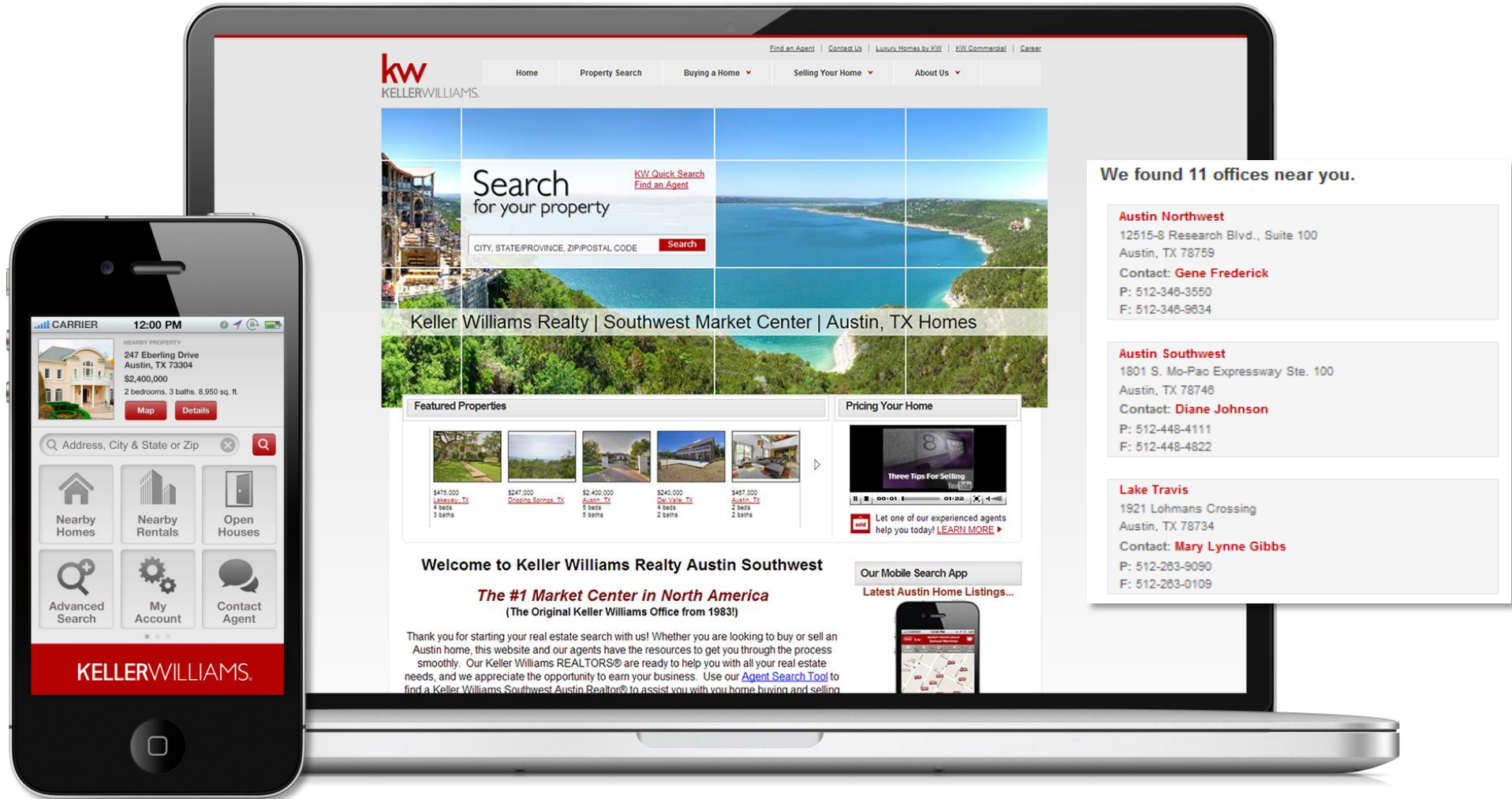
We didn't build one app, we build one for every single agent.



# AGENT PROFILES



# OFFICE SITES



**kw**  
KELLERWILLIAMS.

Home Property Search Buying a Home Selling Your Home About Us

Search for your property

KW Quick Search  
Find an Agent

CITY, STATE/PROVINCE, ZIP/POSTAL CODE

Keller Williams Realty | Southwest Market Center | Austin, TX Homes

**Featured Properties**

 \$475,000 Lakeview, TX 4 beds 3 baths	 \$247,000 Coppola Springs, TX 5 beds 3 baths	 \$2,400,000 Austin, TX 5 beds 3 baths	 \$245,000 Del Valle, TX 4 beds 2 baths	 \$487,000 Austin, TX 2 beds 2 baths
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**Pricing Your Home**

Three Tips For Selling

Let one of our experienced agents help you today! [LEARN MORE](#)

Welcome to Keller Williams Realty Austin Southwest

**The #1 Market Center in North America**  
(The Original Keller Williams Office from 1983!)

Thank you for starting your real estate search with us! Whether you are looking to buy or sell an Austin home, this website and our agents have the resources to get you through the process smoothly. Our Keller Williams REALTORS® are ready to help you with all your real estate needs, and we appreciate the opportunity to earn your business. Use our [Agent Search Tool](#) to find a Keller Williams Southwest Austin Realtor® to assist you with your home buying and selling

Our Mobile Search App  
Latest Austin Home Listings...



We found 11 offices near you.

**Austin Northwest**  
12515-B Research Blvd., Suite 100  
Austin, TX 78759  
Contact: **Gene Frederick**  
P: 512-348-3550  
F: 512-348-9834

**Austin Southwest**  
1801 S. Mo-Pac Expressway Ste. 100  
Austin, TX 78748  
Contact: **Diane Johnson**  
P: 512-448-4111  
F: 512-448-4822

**Lake Travis**  
1921 Lohmans Crossing  
Austin, TX 78734  
Contact: **Mary Lynne Gibbs**  
P: 512-283-9090  
F: 512-283-0109

# KELLER WILLIAMS LISTING SYSTEM



The Keller Williams Listing System (KWLS) allows you to market your listings online when you want, where you want. By entering your listings into the KWLS, your properties receive free international exposure on the Web through kw.com, market center Websites, your eAgentC Website, eEdge Website, and all of our **340+ listing partners.**

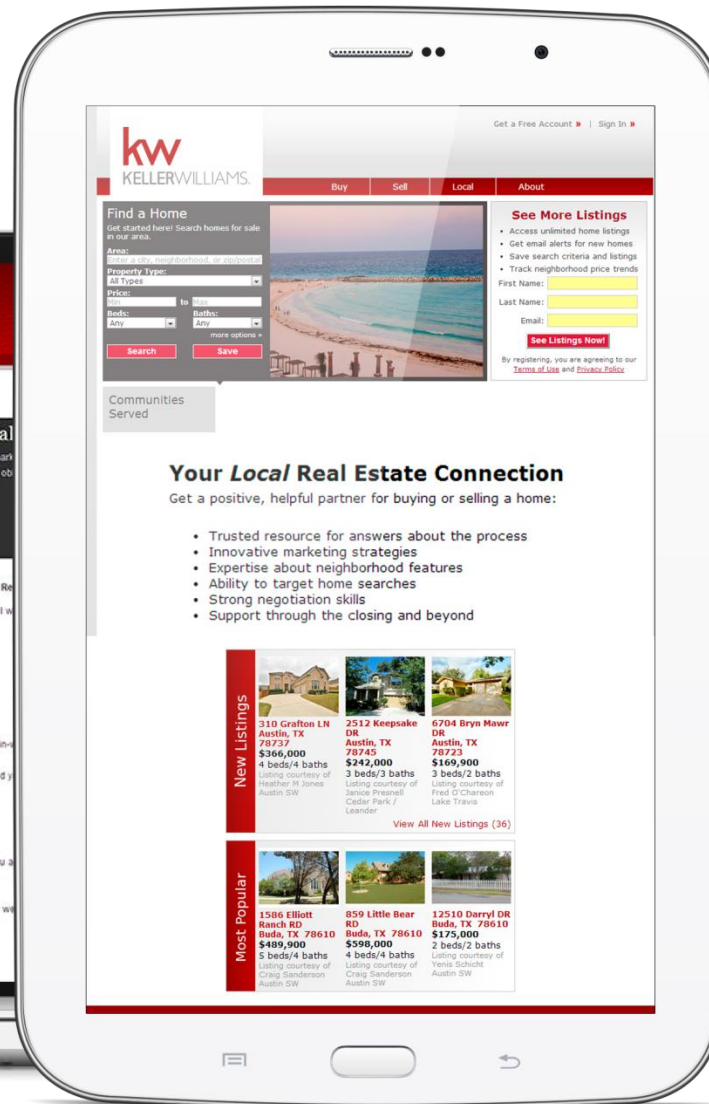
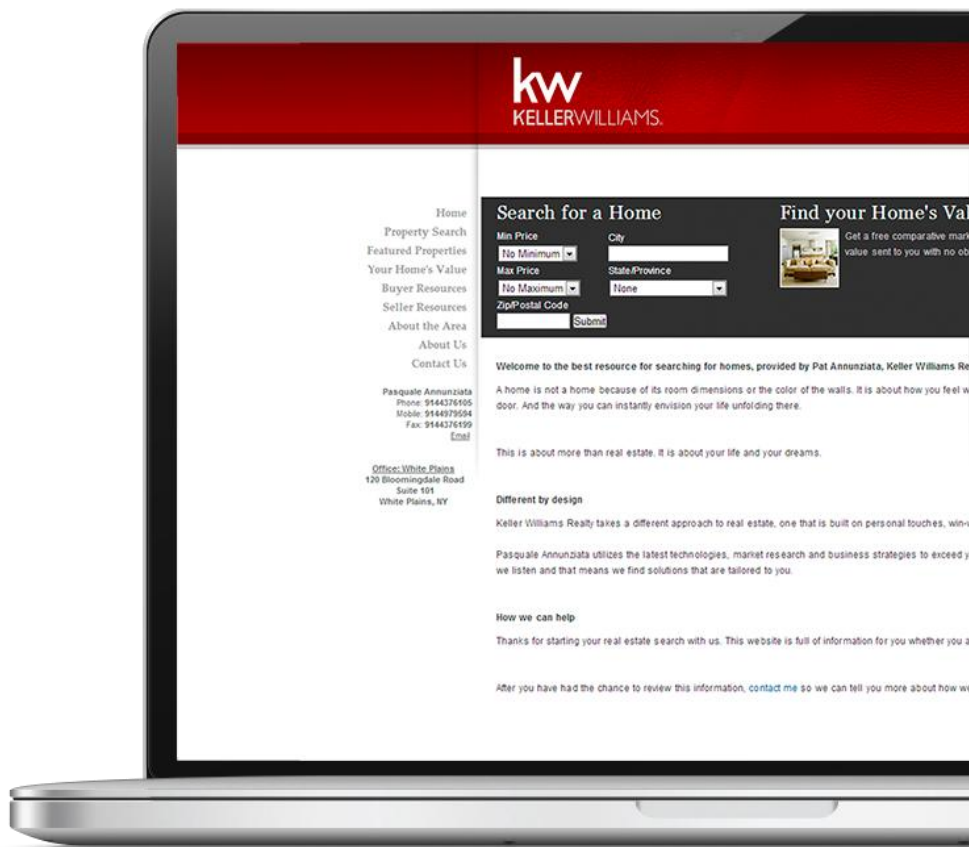


# AGENT SITES



Two Choices (both with full IDX)\*:

1. Customizable
2. Set it and forget it



\* Where available

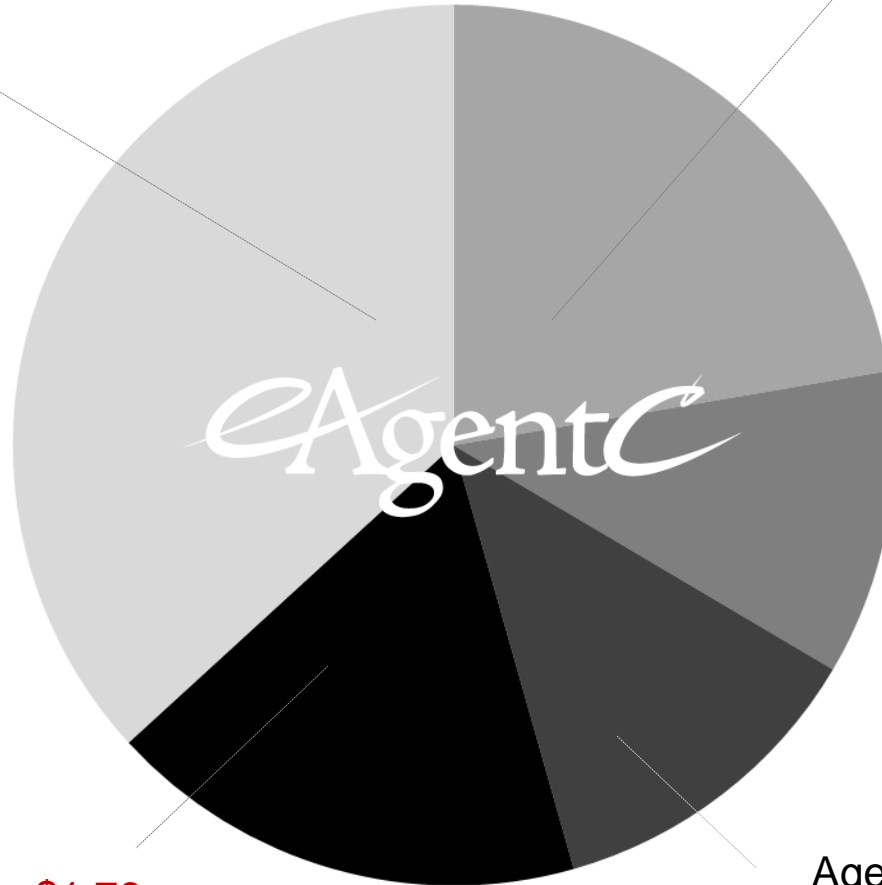


**IDX \$3.68**

- Agent IDX
- Office IDX
- International IDX

**Lead Generation \$2.23**

- Agent Websites
- MC Websites
- KW.com
- Lead Routing
- KWLS
- KW mobile app



**Research and Education \$1.12**

- eAgentC Certification
- R&D for Agent tools and systems
- eAgentC training Lab
- Tech Masterminds
- Mega Tech Camp
- Manuals and Tutorials

**Productivity \$1.76**

- Agent Tools
- Goal Setting
- M.O.R.E.
- Reports

**Agent Help Desk \$1.21**

- [suport@kw.com](mailto:suport@kw.com)
- Support.kw.com



# eEDGE – THE POWER TO PRODUCE



Your myKW control panel is home base for your business and has everything you need, right where you need it.



# eEDGE – THE POWER TO PRODUCE



## myLeads

### **Don't let another lead get away.**

Lead response time is crucial, and with eEdge's lead notification and automated follow-up systems, you ensure your response is immediate and meets consumer needs.

---

## myContacts

### **Real estate is a contact sport and your business IS your database.**

eEdge provides a state-of-the-art, fully functioning mobile-optimized contact management system that allows you to track and tally each of your clients and all your communications with them.

---

## myMarketing

### **Put an end to the marketing madness.**

With the eEdge contact management system, your marketing campaigns run like a well-oiled machine. From emails postcards to listing presentations to phone scripts, eEdge offers a customizable library of material.

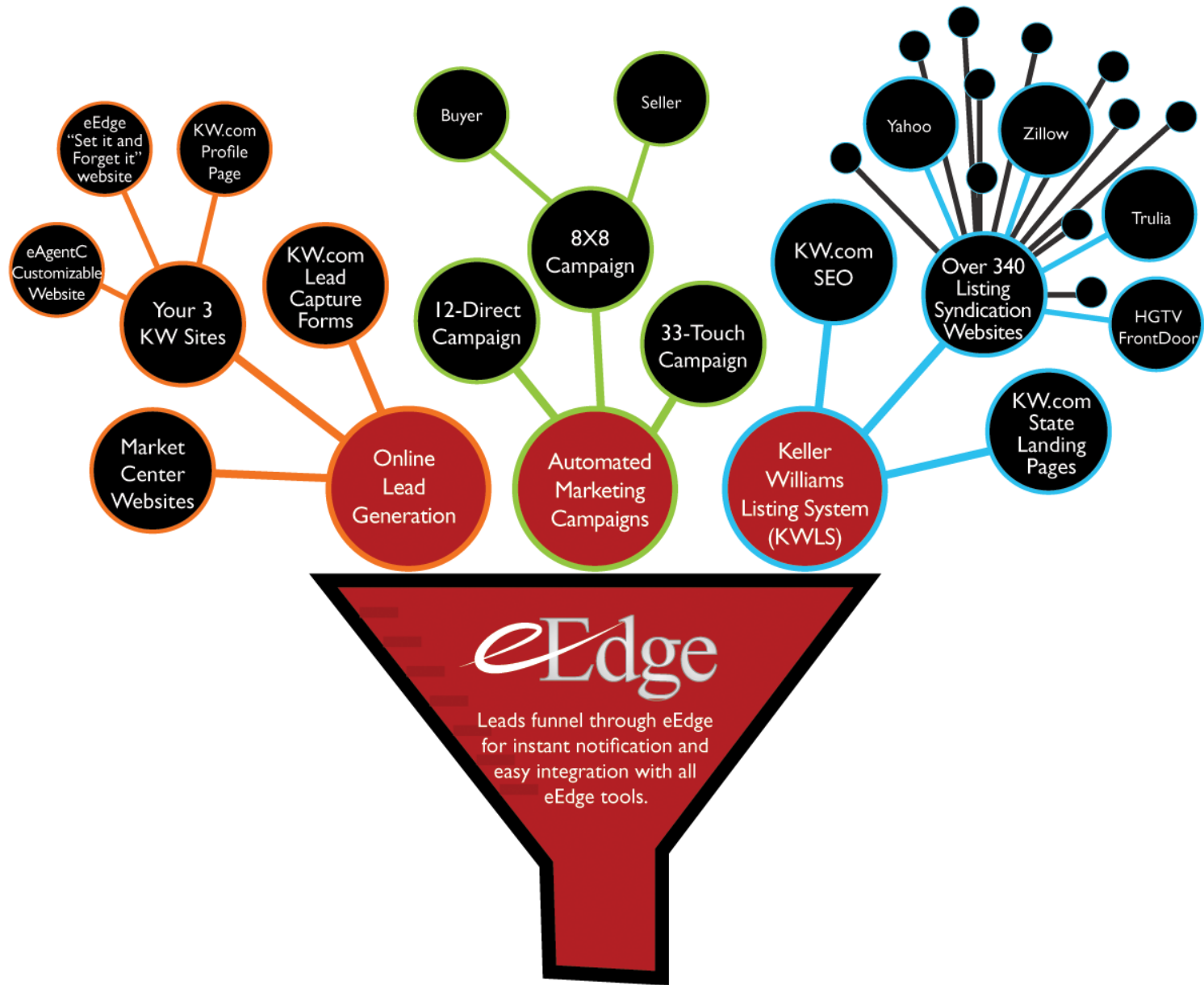
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## myTransaction

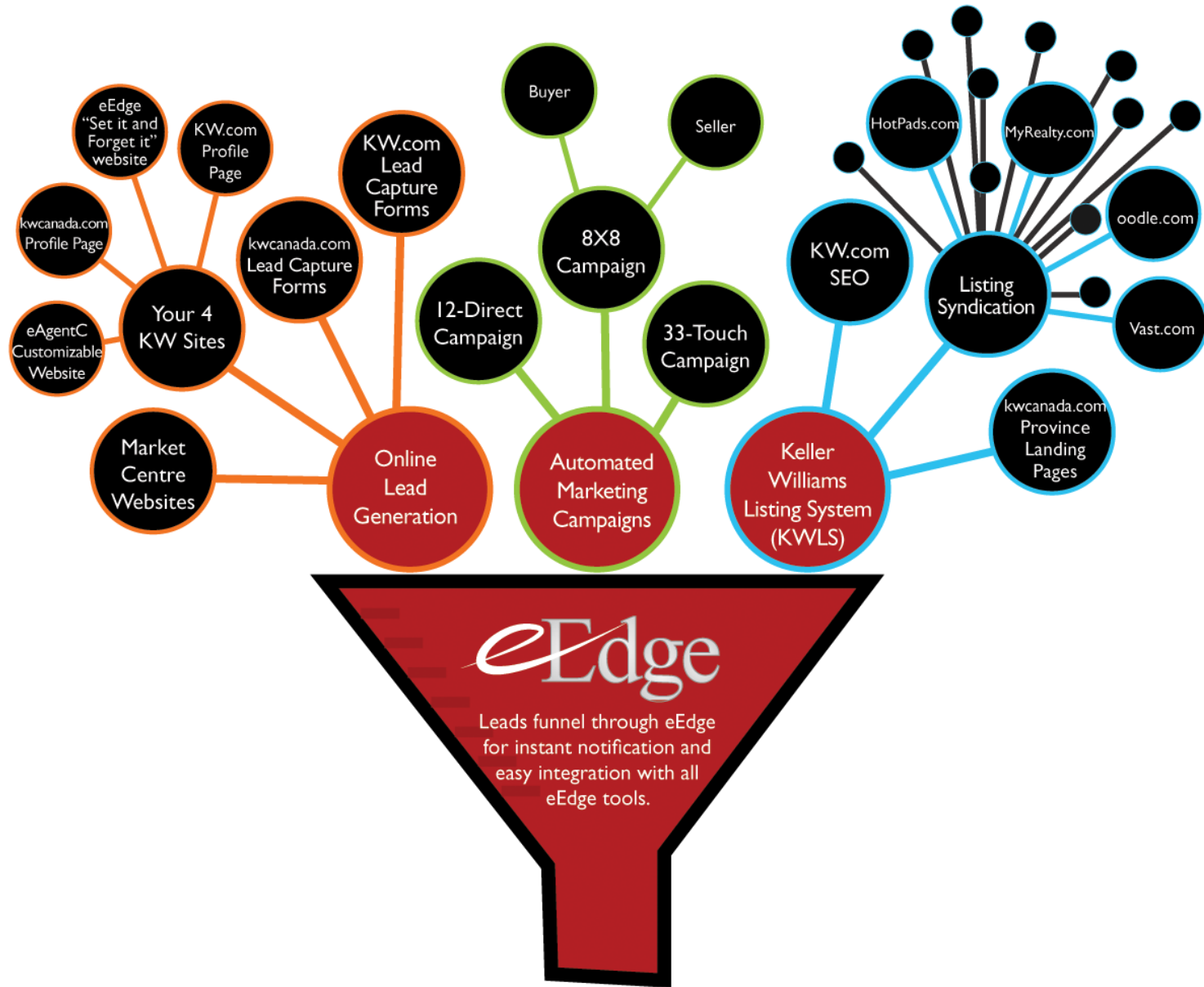
### **Efficient. Economical. Environmentally-conscious.**

myTransactions makes you practically paperless and totally mobile all the way through closing. All the parties you choose to invite into the transaction can see the documents and the progress of the transaction – the YOUR branded website.

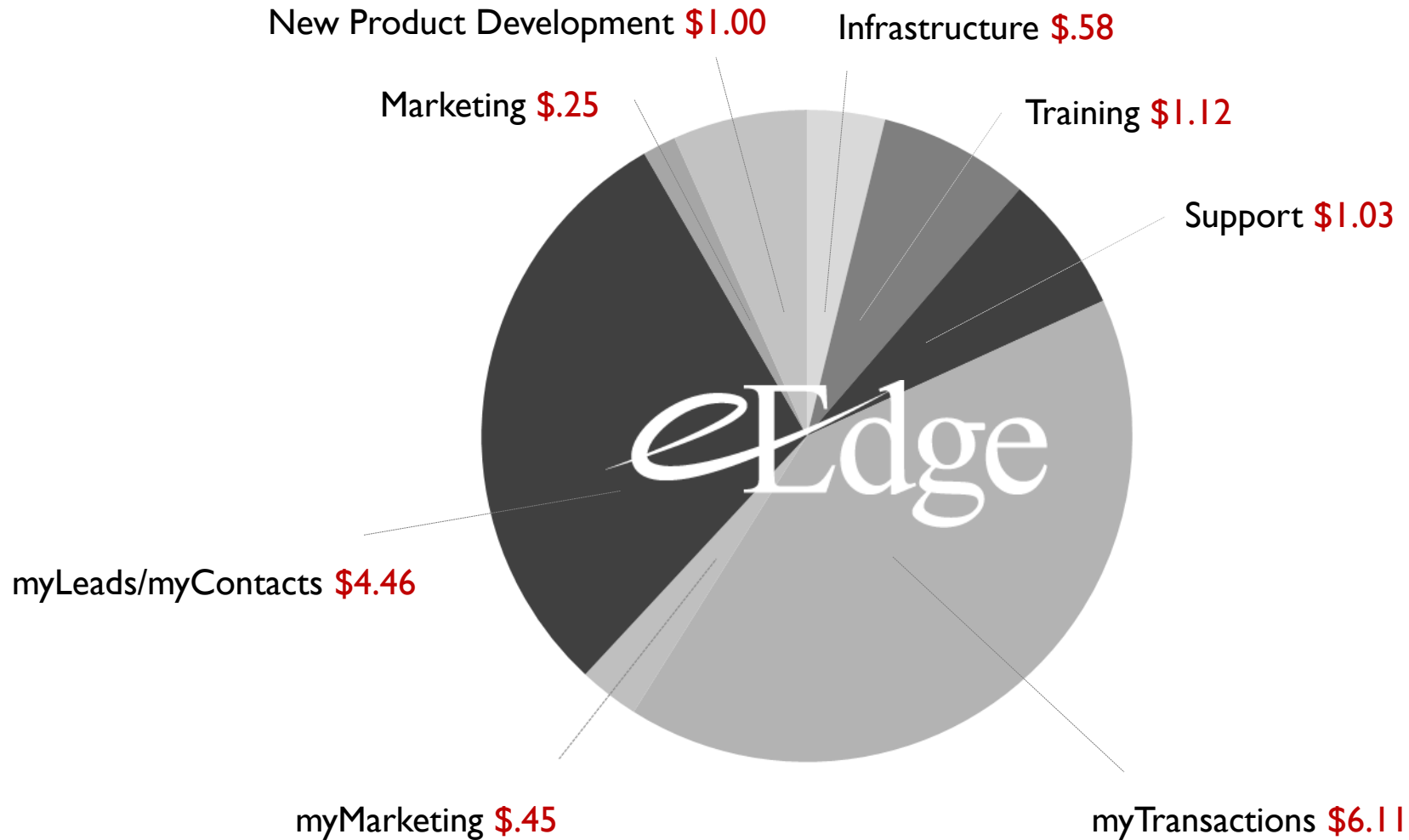
# YOUR KW LEAD GENERATION NETWORK – U.S.



# YOUR KW LEAD GENERATION NETWORK – CANADA



# eEDGE – THE POWER TO PRODUCE





“We stand behind  
our agents, not in  
front of them.”

GARY KELLER ON THE KW BRAND PHILOSOPHY

# MARKETING

MARKETING

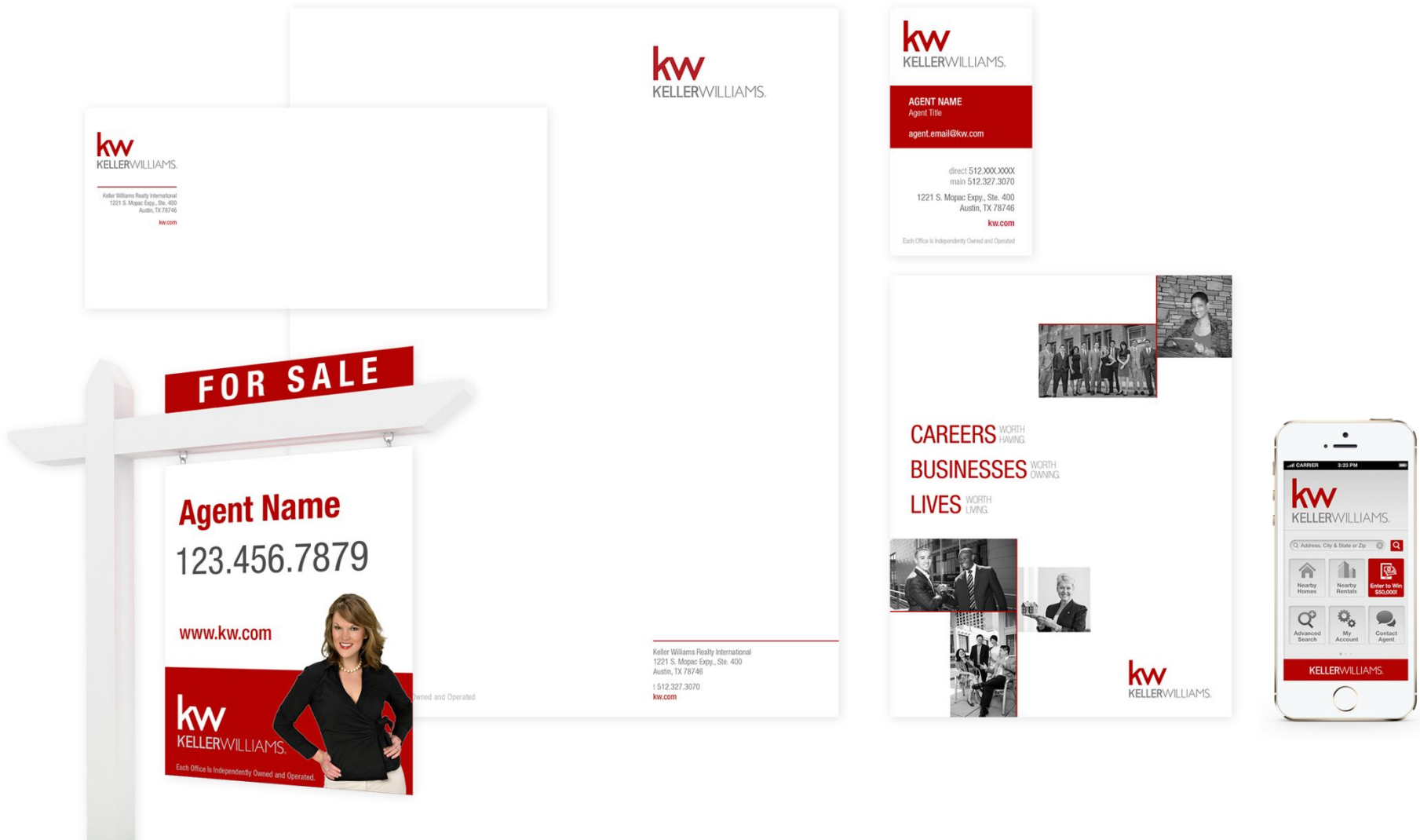
# YOUR BRAND MATTERS MOST



“I can honestly say that Keller Williams is a culture where the ‘best of the best’ share with everyone in our family and this brings tremendous value to every agent and team within the company.”

CHRISTINE LEE, JACKSONVILLE, FL

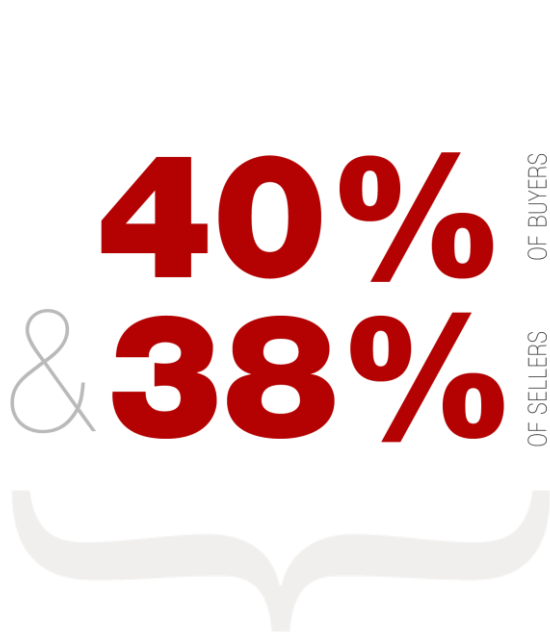
# YOUR LOCAL BRAND MATTERS MOST



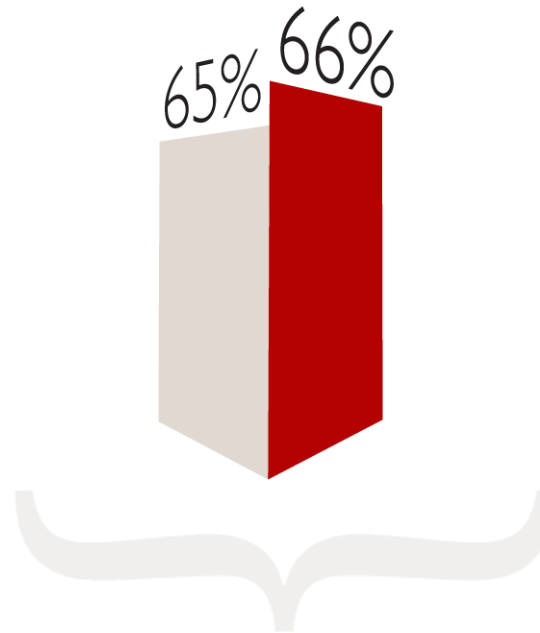


# CONSUMERS DO BUSINESS WITH YOU

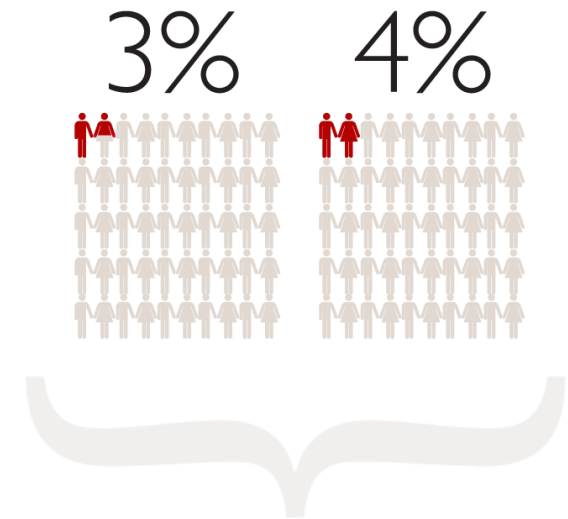
It's your own brand that matters most - because nobody does it better than you.



40 percent buyers and 38 percent of sellers found their agent through a **referral** or had used their agent previously.



66 percent of buyers and 65 percent of sellers **only contacted one real estate agent** before deciding who to work with.



Only 3 percent of buyers and 4 percent of sellers cited an **agent's affiliation** with a particular firm as the most important factor when choosing their agent.


# LEAD GENERATION AND MARKETING TO YOUR SPHERE

We provide unique, custom marketing campaigns to power your lead generation efforts. And it's all based on the proven models from *The Millionaire Real Estate Agent*.



# WINNING BUSINESS


We stand behind you at every listing appointment and buyer consultation with benchmarked, proven presentations that help you stand out from the competition.



**YOUR GUIDE TO BUYING A HOME**

Office Name  
Street Address 1 & 2  
City, State Zip

Each Office is Independently Owned and Operated



Date: {ENTER DATE}

To: {BUYER'S NAME 1 BUYER NAME 2}  
From: {AGENT NAME 1 AGENT NAME 2}

{ENTER GREETING}

In my experience, a home isn't a dream home because of its room dimensions. It's about how you feel when you walk through the front door, and the way you can instantly envision your life unfolding there.

**This is about more than real estate—it's about your life and your dreams.**

I understand you are looking for a new home, and I want to be the real estate professional to help you. I work with each of my clients individually, taking the time to understand their unique needs and lifestyle, and I want to do the same for you.

It's incredibly fulfilling to know I am helping my clients open a new chapter of their lives. That's why I work so hard to not only find that perfect home, but also to handle every last detail of the purchase process, from negotiating the terms of sale to recommending moving companies.

This package contains helpful information for home buyers, including an overview of the entire purchase process, answers to frequently asked questions, and fact sheets to help us discover the home and neighborhood characteristics most important to you.

After you've had the chance to review this information, we'll meet to go over the entire process and get started on finding your new home. I'll prepare an in-depth, customized package of homes for you to review, highlighting properties that meet your criteria in neighborhoods that suit your lifestyle.

I am so excited to get started on finding you the perfect home.

{AGENT SALUTATION}

{AGENT NAME 1 Agent Name 2}

Each Office is Independently Owned and Operated

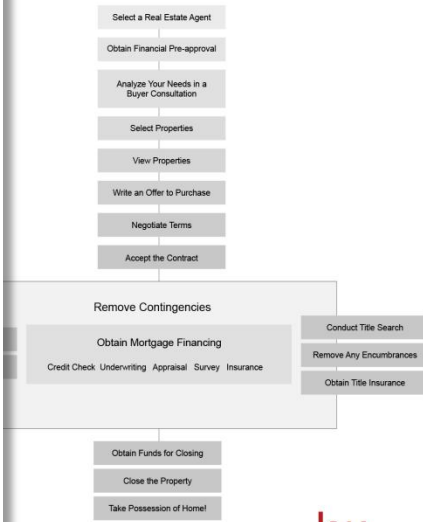
Agent Name 1 Agent Name 2  
Agent URL  
Email Address  
Phone 1

Office Name  
Street Address 1 & 2  
City, State Zip

**YOUR GUIDE TO BUYING YOUR HOME**

CLIENT NAME 1 CLIENT NAME 2

**e-Buying Process**



Office Name  
Street Address 1 & 2  
City, State Zip

Each Office is Independently Owned and Operated

# MARKETING PROPERTIES AND PROJECTS

And when it's time to market your listings, turnkey marketing solutions save you time and money.



# eEDGE myMARKETING MEANS BUSINESS



As of Jan. 2013, eEdge users had...



LAUNCHED

70,350

automated, customizable  
marketing campaigns



REACHED

5,412,280

consumers



EXPERIENCED

90%

increase in gross commission income

# TARGETING THE COMMERCIAL MARKET



**KW COMMERCIAL**

Home Careers About Us Services Contact Us

Welcome

KW Commercial® is the commercial real estate arm of Keller Williams® Realty, Inc. an Austin, Texas-based, real estate franchise company with over 75,000 real estate agents operating in more than 650 market centers (offices) across the United States and Canada.

View one of KW Commercial's benefits

**International Practice Groups**

KW Commercial's commitment to excellence has been proven time and time again by the results that our agents produce for their clients.

When you engage KW Commercial, you aren't simply a broker; you are hiring an entire company and a net of dedicated commercial real estate professionals across North America.

Click Below to Meet Our International Practice Group Leadership and View Our Case Studies.

OFFICE

INDUSTRIAL

RETAIL

TENANT REPRESENTATION

MULTI-FAMILY

LAND & DEVELOPMENT

OFFICE SPACE FOR LEASE **KW COMMERCIAL**

Property Name Property Address, City, State, Zip

SUITE 308  
1000 per square foot

FEATURES  
View Call  
Virtual Tour  
Map

Amenities:

FOR MORE INFORMATION PLEASE CONTACT:

Your Name/Team Name  
Your email  
Your phone  
Your Website

INSERT YOUR TEAM LOGO HERE



**Buddy Norman**  
President - KW Commercial  
norman@kw.com  
www.kwcommercial.com

807 Las Cimas Parkway  
Suite 200  
Austin TX 78746

512.439.8881 direct  
512.327.3070 main  
512.328.1433 fax

KW® Williams Realty International  
Each Office is Independently Owned and Operated

**KW COMMERCIAL | QUARTERLY MARKET UPDATE**

**Sales Volume Compared with Previous Quarter\***

Based on the overall level of commercial transactions for the first quarter of 2011

- -50% - -40%
- -39% - -15%
- -14% - -0%
- 1% - 15%
- 16% - 63%
- Data not available

**Sales Prices Compared with Previous**

Based on the overall level of commercial transactions for the first quarter of 2011

- -83% - -15%
- -14% - -10%
- -9% - -5%
- 4% - 0%
- 1% - 33%
- Data not available

**KW COMMERCIAL | QUARTERLY MARKET UPDATE**

**2011.Q1 Survey Highlights**

- Overall market activity registered slight improvements.
- Sales volume rose 3 percent from a year ago.
- Sales prices declined 10 percent on a year-over-year basis.
- Leasing activity gained 4 percent from the previous quarter.
- Rental rates declined 6 percent compared with the previous quarter.
- Concession levels moved up 3 percent on a quarterly basis.
- Financing remains at the top of the current challenges list, followed by pricing.
- The estimated average transaction declined 6 percent from the previous quarter, to \$1.2 million.

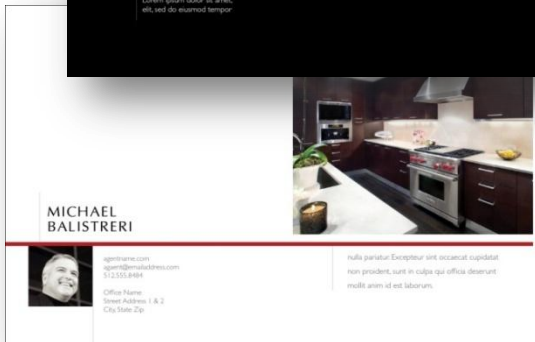
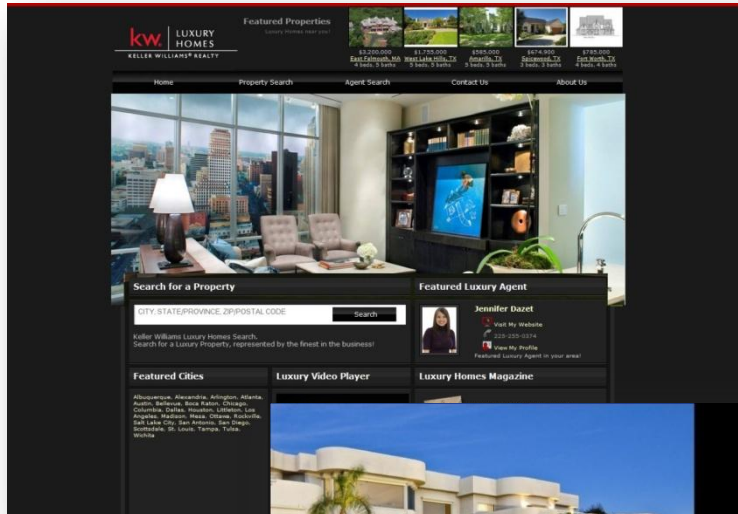
2011. Q1 Cap Rates		2011. Q1 Vacancy Rates	
Office	8.4%	Office	19.0%
Industrial	8.4%	Industrial	18.1%
Retail	8.5%	Retail	17.4%
Multifamily	8.0%	Multifamily	8.9%
Hotel	9.7%	Hotel	25.5%
Development	12.0%		

Source: NAR Research. The REALTORS® Commercial Real Estate Market Survey measures quarterly activity in the commercial real estate markets. The survey collects data from commercial Realtors®. The questions are designed to capture the effects of the existing economic conditions on the commercial real estate business. Each quarter, participants respond to questions regarding the current demand for commercial properties, price, cap rates, rental concessions and other economic factors.

**Brenda Marshall**  
<http://brendamarshall.kwreality.com>  
brendamarshall@kwreality.com  
512.327.3070 (Office)

Search for Properties

# TARGETING LUXURY BUYERS AND SELLERS





“You could listen to the rumors – or you could profit from the truth.”

# WEALTH BUILDING

THE POWER OF PASSIVE INCOME



WEALTH BUILDING

# THE POWER OF PASSIVE INCOME



Ilan Bracha, NYC

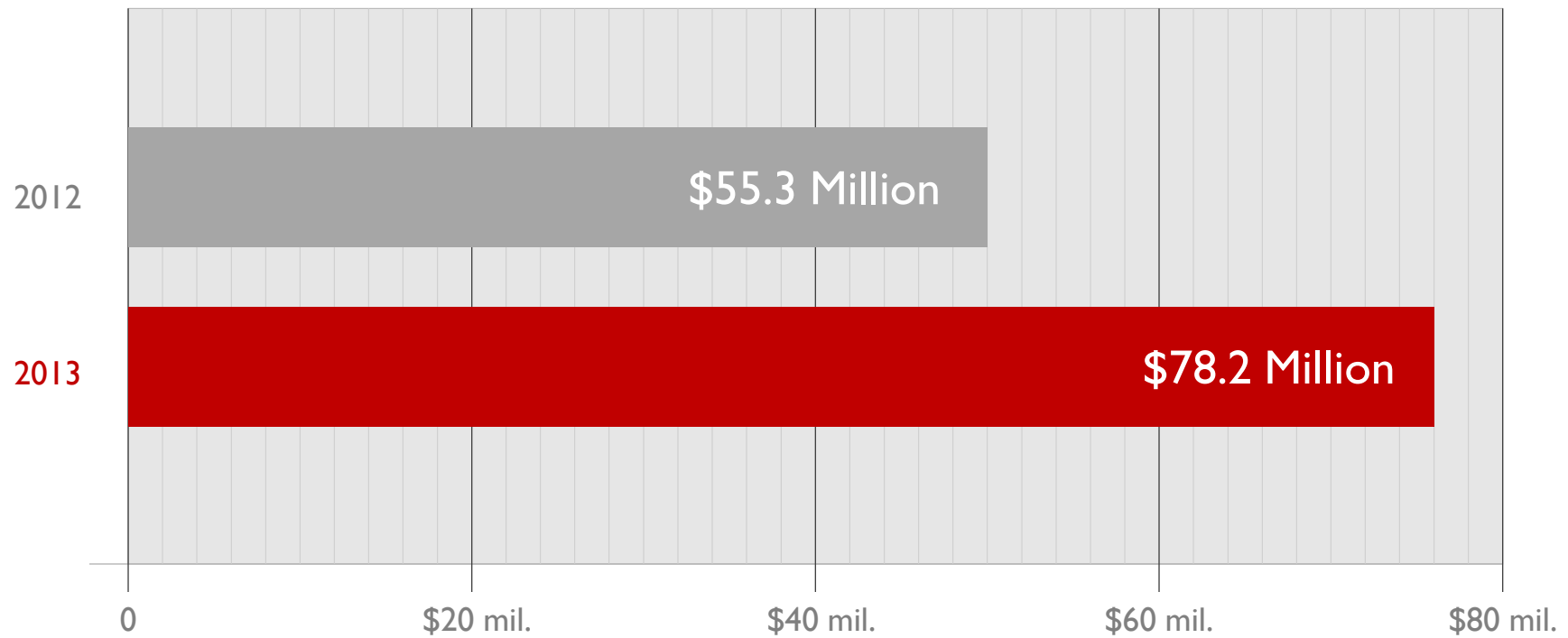
# THE POWER OF PASSIVE INCOME

- The Keller Williams Realty wealth building models are designed to reward associates for building the company.
- Wealth building is exponential. The Keller Williams Realty wealth building platform now includes **growth share**, a program in which overseas international franchisees reward associates who help the company grow across the globe, much like profit share. An associate can participate in both profit share and growth share.
- These programs allow any Keller Williams Realty associate, affiliate broker, or employee the opportunity to participate in the business they help generate without assuming any financial risks.
- You are vested after three years, and your profit share and growth share can be passed on through generations by willing it to a designee.

*Profit share and growth share dollars may vary — this is not an earnings claim.*

# THE POWER OF PASSIVE INCOME

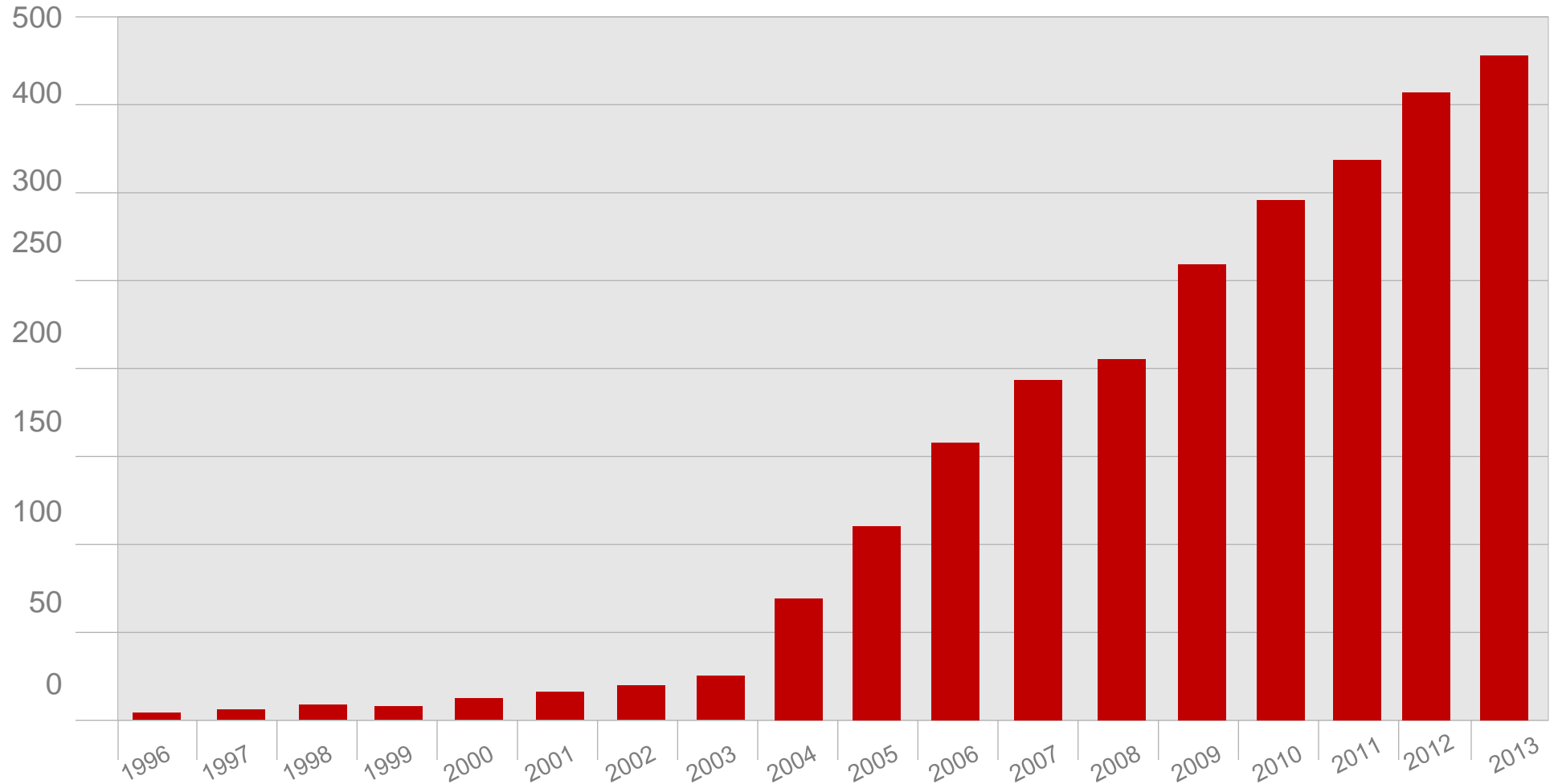
## PROFIT SHARE | 2013



*Profit share and growth share dollars may vary — this is not an earnings claim.*

# INCOME BEYOND YOUR COMMISSIONS

KW CUMULATIVE PROFIT SHARE | 1996-2013, IN MILLIONS



Numbers are North America, USD, as of year-end, Dec. 2013  
Growth share and profit share amount may vary — this is not an earnings claim.



“How high we go will be determined by how high we can lift our people.”

Mo Anderson, Vice Chairman

CULTURE

CULTURE IN ACTION

# DIFFERENT BY DESIGN



“KW has a fundamental commitment to development and growth .... a commitment to building careers, building business and building lives...it’s a catalyst for transforming lives. I should know - it transformed mine.”

BO MENKITI, WASHINGTON D.C.

# OPEN THE BOOKS, SHARE THE DECISION MAKING

At Keller Williams Realty, our books are open to our associates. On a monthly basis the market center financials are reviewed by our Associate Leadership Council (ALC).

---

## **There are NO Secrets**

Because we are all in business together and we share in the profits of our market center, you'll be able to review the office financials whenever you like.

## **Budget Accountability**

Our ALC takes an active role in the budgeting process and helps our leadership team in making decisions that affect the financials of the office.

## **Business Accountability**

Many of our associates participate in the office financial planning and learn principles they can apply to their own businesses.

“The ALC is the heartbeat of the market center – involved and invested in every decision that affects our agents.”

# GIVING WHERE WE LIVE

Inaugurated in 2009, **RED Day** (Renew, Energize and Donate) is Keller Williams Realty's annual, company-wide, day of community service.

Keller Williams associates are asked to “give where they live” and dedicate a day to renewing and energizing the communities they serve.



RENEW



ENERGIZE



DONATE





# THE KELLER WILLIAMS WELLNESS PROGRAM

At Keller Williams Realty, you're more than just an associate with our company, you're our family. And to us, that means fulfilling our mission to help you build careers worth having, businesses worth owning and lives worth living.

Because we realize a life worth living has to be a healthy one, we now offer an entire Wellness Program for our associates.

- Health Benefits Marketplace
- Wellness Ambassadors
- RED Rally



Keller Williams is built by agents, for agents.  
We're a company that's changing lives.

**The next one could be yours...**



FIND US ON:

