



EDUCATION



LEVERAGE

COMMERCIAL REAL ESTATE DRIVEN BY **CULTURE** AND **PROFITABILITY**



OFFICE

INDUSTRIAL

RETAIL

TENANT
REPRESENTATION

MULTI-FAMILY

LAND & DEVELOPMENT

HOSPITALITY

DISTRESSED ASSETS

INTERNATIONAL
INVESTORS



TECHNOLOGY

PROFITABILITY



Philosophy and Leadership

At KW Commercial, we believe that you are only as good as the people you are in business with. That's why we make it a priority to be in business with the best.

The Keller Williams philosophy of success through people and of seeking out win-win partnerships has fueled our company's growth to the largest real estate company in the world.

<p>OUR MISSION:</p> <p>To build careers worth having, businesses worth owning and lives worth living.</p>	<p>OUR BELIEF SYSTEM:</p> <table><tr><td>Win-Win</td><td>Or no deal</td></tr><tr><td>Integrity</td><td>Do the right thing</td></tr><tr><td>Customers</td><td>Always come first</td></tr><tr><td>Commitment</td><td>In all things</td></tr><tr><td>Communication</td><td>Seek first to understand</td></tr><tr><td>Creativity</td><td>Ideas before results</td></tr><tr><td>Teamwork</td><td>Together everyone achieves more</td></tr><tr><td>Trust</td><td>Begins with honesty</td></tr><tr><td>Success</td><td>Results through people</td></tr></table>	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
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<p>OUR VISION:</p> <p>To be the wealthiest commercial real estate company on a measure of per-agent income.</p>																			
<p>OUR VALUES:</p> <p>God, family, then business.</p>																			

Why KW Commercial?

A CULTURE OF CARING

Become part of something bigger.

KW Commercial is a company that changes lives. The culture is as diverse as the countless ways in which associates and market centers commit themselves to finding and serving the higher purpose of business, and is united by cohesive understanding of our Mission, Vision, Values, Beliefs and Perspective.

During our first annual RED Day, which is now a companywide tradition, 22,000 associates participated in a coordinated effort to give back with their local communities.

At the heart of the KW Commercial culture in action is KW Cares, a public charity created to reach out and support each other during times of extreme and unexpected hardship.

THE BEST WEALTH-BUILDING OPPORTUNITIES

Spread the word and create another stream of income.

In keeping with the philosophy that agents are partners and stakeholders in the success of the business, KW Commercial has created a distinct profit sharing program in which approximately 50 percent of every market center's monthly profits are returned to those who have contributed to the market center's growth by attracting productive associates to the office. To date, dozens of Keller Williams associates have earned more than \$1 million in profit share and a total of \$500 million has been given to agents overall.

Compensation Model

- Cap on commercial commissions – 100 percent to agent after (negotiated split amount)
- Increased earnings potential through more competitive splits at 70/30
- Increased income potential through recruiting new commercial agents

Example: KW Commercial Agent A is in the Austin, Texas, market. He and his broker have agreed on a 70/30 split and a cap of \$25,000. In Agent A's third month, he completes a transaction that increases his total income to \$85,000, which allows him to cap. Agent A now has nine months to close as many deals as possible at 100 percent payout.

Referral Network

- Referral network consisting of more than 100,000 Keller Williams associates internationally
- More than 1,550 KW Commercial agents
- Bio and Website displayed on public International Website, www.kwcommercial.com
- Dynamic matching of listings to all KW Commercials agents' active investor requirements
- Listings replicated for each agent Website for more exposure
- Searchable off-market listing platform that all KW Commercial professionals can access

Technology

FINANCIAL ANALYSIS

Calculators

- Mortgage Calculator
- Time Value of Money (TVM) Calc
- IRR/NPV Calc
- CAP Rate/Cash-on-Cash/GRM
- 1031 Exchange Report

Analysis Reports

- Investment Analysis (5-yr & 10-yr PDFs)
- Lease vs. Own Analysis
- Loan Amount Analysis
- Target CAP Rate Analyzer
- Comparative Lease Analysis

LISTING AND AGENT PROMOTION

One central location to share your brand and your listings on multiple networks:

- Syndication to 12 different sites
- Your individual agent Website

PROSPECTING

Cloud-based prospecting tool with a database of 30 million tenants and 6 million building owners including:

- Phone numbers
- Building details
- Mailing addresses
- Stacking plans

AGENT-BRANDED MOBILE APP

- Client reports
- Financial analysis
- Listing exposure
- Property information request

PROPOSAL/MARKETING GENERATION

Cloud-based marketing platform for:

- Listing proposals and Websites
- Offering memorandums, fliers and brochures
- Demographics and Retailer Mapping

MARKET AND BUILDING DATA

Market information and analysis tools with:

- Sales comparables
- Lease comparables
- Construction comparables
- Primary and secondary market analysis

CONTACT MANAGEMENT SYSTEM

Cloud-based contact management system that organizes:

- Contacts
- Companies
- Listings
- Comps
- Transactions
- Reporting

TRANSACTION MANAGEMENT

Paperless, online transaction system to manage the entire life cycle of your real estate transaction:

- Electronic signatures
- Document storage

Training

- Complete KW Commercial curriculum through agent Launch, Growth and Achievement phases
- New agent training program and coaching calls
- Continuing education partnership with CCIM
- Access to Mike Lipsey's training library
- KW Commercial-driven localized training
 - › International Webinars
 - › Regional commercial events
 - › KW Technology and on-demand training
- Online interactive self-study courses
- KW Commercial Associate Academy for those beginning in CRE

INTRODUCTORY COURSES:

CRE Referral Business and Qualifying Transactions
CRE Basics for Residential Agents
Transitioning: Residential to Commercial Brokerage

100 LEVEL COURSES:

100: CRE Overview Transactions and Opportunities
101: Fundamentals of Investment Real Estate
102: Fundamentals of Leases and Leasing Process
103: Property Types and Characteristics
104: How to Market Properties and Close

200 LEVEL COURSES:

201: Investment Real Estate Analysis
202: Lease Analysis and Lease vs. Buy
203: Understanding Building Codes
204: Building Your CRE Business
205: Creating Marketing Packages

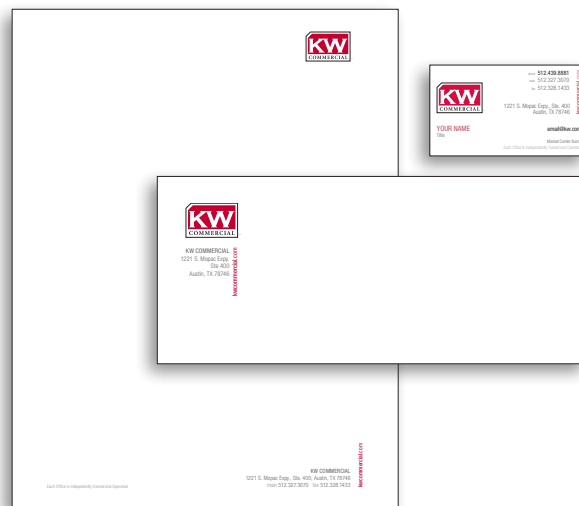
300 LEVEL COURSES:

301: General Investor Representation
302: Land Sales and Land Issues
303: Multi-Family Investment Sales
304: 1031 Tax Deferred Exchanging
305: Leasing Legal Issues

Branding and Marketing

- World-class branding and marketing materials
- Branding on KWcommercial.com and your individual agent site
- Cloud-based platform with customizable presentations
- Individual agent mobile app

STATIONERY SET:



SIGNAGE:

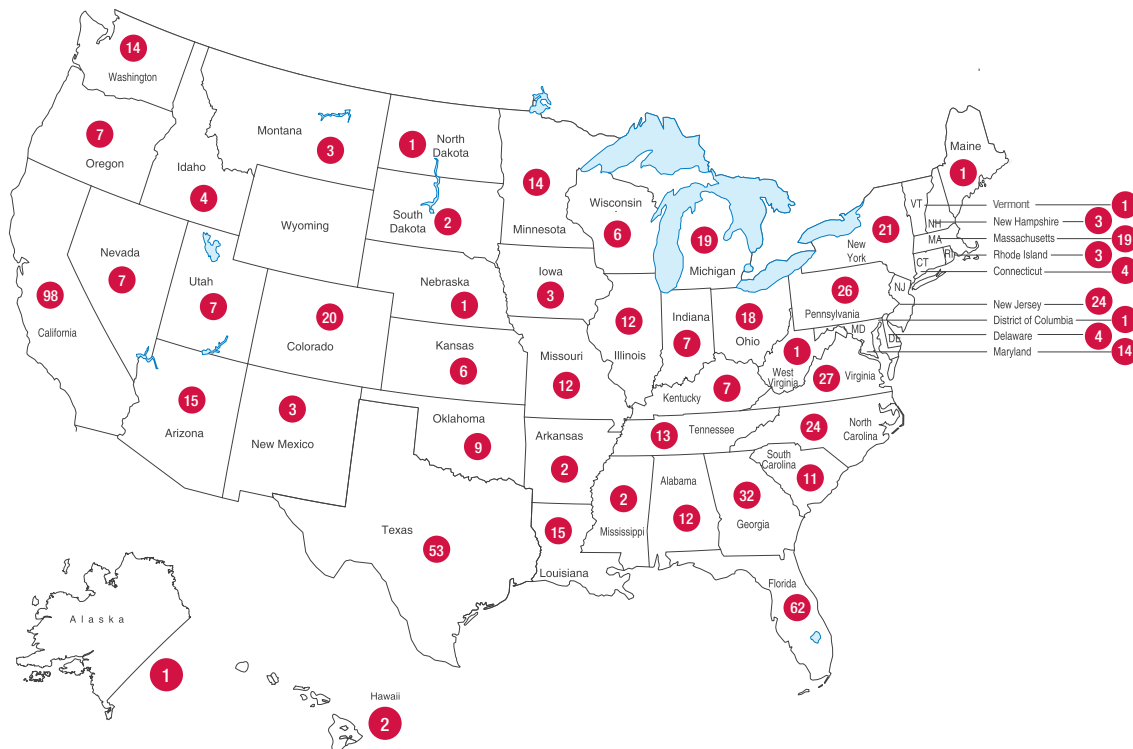


Best Practices Toolkit

- LOIs, RFPs, commission and engagement agreements, building surveys, financial models, etc.
- KW Commercial Implementation Manual
- Referral presentations for residential agents

Office Locations

KW Commercial has 1,550 brokers, located in more than 650 offices across 49 states.



Corporate Services

KW Commercial Corporate Services is a leading corporate real estate firm with expertise in consulting, brokerage, systems and processes. With more than 650 offices located in North America and licenses in 49 states, our local market coverage is unparalleled. Our local market expertise allows our clients to develop complete workplace strategies. The Corporate Services business model provides the opportunity for referrals to our brokers across the country.

Our Corporate Services specialties include:

Transaction Services

- Lease scenarios
 - › New locations
 - › Early renegotiations
 - › Expansions
 - › Renewals
 - › Subleases/Buyouts
 - › Lease vs. own analysis
- Acquisition/Disposition
 - › Transactions
 - › Site evaluations
 - › Economic incentives
 - › Property acquisitions
 - › Dispositions
 - › Build-to-suits

Consulting Services

- Process/Systems consulting
- Lease abstract/Lease review
- Project construction management
- Portfolio overview
- Strategic planning
- M & A due diligence
- Consolidations analysis
- Benchmarking studies
- Multi-level reporting
- Competitor analysis
- Broker opinion of value
- Alternative financing
- Alignment of business unit with real estate
- Employee relocation services

KW Commercial's commitment to excellence spans across all of our international practice groups.

From office properties to land brokerage, if you have an area of specialty or are looking to enhance your career by branching into the commercial world, KW Commercial can take your business to new heights.



Join Us

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