

Keller Williams market centers thrive in a world without

ceilings

by Susan Shiber | photography by Bob Wood Photography

In 2001, Mike Campo was a productive REALTOR® with 15 years experience, yet he sensed there was more to a successful real estate career than he was realizing. "A prosperous real estate career with synergy among agents who are treated as partners working toward a common beneficial goal is what I envisioned in 2001," says Campo. "I found just that in Keller Williams, an Austin, Texas-based realty that had begun franchising 11 years earlier, and today is the fastest growing real estate franchise in North America."

The 12,000-square-foot market center includes agent offices, two conference rooms equipped with 50-inch plasma televisions and space for Keller Williams affiliate title and mortgage services. A 1,000-square-foot, state-of-the-art training center supports Keller Williams educational programs, which are available to all agents nearly every day.

Campo and Rudy Usic, both formerly with RE/MAX, followed this vision of agents with autonomy and launched a Keller Williams market center in Blue Bell that year. "Mike brought together a group of 14 people dedicated to building a harmonious team of entrepreneurs with no ceiling to block their growth," recalls Usic. "What has happened since is rather amazing," he adds.

Although Keller Williams Real Estate in Blue Bell was the "new kid on the block," success came in leaps and bounds and by 2006, the "new kid on the block" was the largest real estate organization in Blue Bell. Later that year, 175 agents moved into a spacious new facility that offers ample room for increased expansion.

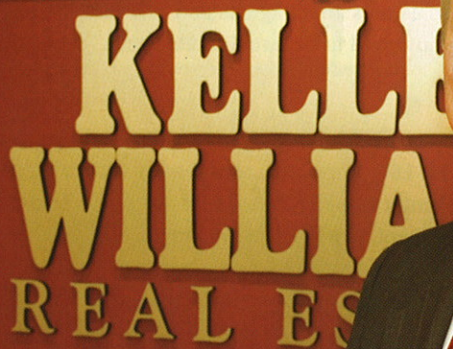
A gala grand opening to inaugurate the new office attracted more than 350 guests, including Dominic Cardone, the president of Pennsylvania Association of REALTORS® and a Keller Williams partner in its Media office. "I am thrilled that so many of our peers joined us to celebrate and launch our new, larger location in Blue Bell," says Courtney Franklin, market center team leader. "We ended 2006 with 1,120 transactions and a total sales volume of \$340,446,464 and look forward to thriving even more in this beautiful facility."



Courtney Franklin, Team Leader,
Blue Bell Market Center

Montgomeryville Marches In

Buoyed by early productivity in Blue Bell, Campo and Usic opened a Montgomeryville franchise in 2003. The 6,000-square-foot real



KELLER
WILLIAMS
REAL ESTATE



Rudy Usic, Team Leader,
Montgomeryville Market Center

good business models,” says Gary Keller, founder and chairman of Keller Williams. “The real estate world is discovering a good thing at our organization. Our agents are leading our growth with their passion for their business.”

Keller points out that the company’s first-of-a-kind interdependent profit-sharing business model is now serving as a blueprint for other companies, even those outside the real estate industry. Inman News, the nation’s leading independent

estate facility is strategically located in one of Pennsylvania’s fastest growing corridors. During the last decade of the 20th century, Montgomery Township, alone, added thousands of residents, resulting in a ranking of third highest population growth region in the Philadelphia area. A dramatic rise in residential construction coupled with changes in the demographic makeup of the area, which now boasts more families than ever before, offered tremendous potential for Keller Williams to serve this market.

And serve the market it did, taking off and running from day one. Just seven months after opening, the firm’s accomplishments were recognized at the Keller Williams International convention in Orlando, Florida. Many of the agents received top awards for sales and production. Ed Hendel, who was team leader at the time, expressed delight at how quickly Montgomeryville has grown and thrived. “We opened with 36 agents and watched our people achieve extraordinary success giving us a great sense of pride,” he concludes.

In less than three years since opening, KW Montgomeryville grew to 169 agents, who garnered even greater recognition at the 2007 convention in Las Vegas. “In the beginning, we weren’t very well known in the Delaware Valley,” points out Campo. “We actively recruited agents then, but now, it seems, they come to us.”

KW Transcends Tradition

There are many reasons why agents choose Keller Williams. One is profit sharing. Nationally, agents reaped the rewards of over \$55 million in profit sharing in 2006. “People tend to find their way to

real estate news service, cited Keller Williams Realty as the “most innovative real estate company.”

Education, giving back to communities served, a user-friendly website and an Agent Leadership Council (ALC) also set Keller Williams apart. Because it is a learning-based company focused on training, coaching and mentoring, there are educational opportunities available nearly every day.

The purpose of the ALC is to guarantee that associates are directly involved with decisions affecting the profitability of their market center. Actively involved in the leadership of the company, the ALC participates in attaining the goals of the market center, such as production, drive profit, education, standards and principles.

KW Cares was established in 2003 nationally as a 501(c)3 public charity to serve Keller Williams families in need, and each market center creates its own charitable committee. After hurricane Katrina devastated homes and offices in New Orleans and Mississippi, both agents and owners nationwide responded immediately and raised \$1 million within 72 hours. Help and funding poured in from throughout the country and a total of \$5.4 million was raised over a six-month period to aid more than 1,100 Keller Williams families that were victims of the hurricane. Locally, many non-profit organizations benefit from similar Keller Williams agent generosity. Keller Williams members are always caring for their community. They take pride in doing things to help the community, from walks to raising money for children, to helping out at local shelters and much more.



www.pahomesonline.com

The National Association of REALTORS® reports that 77 percent of today's home buyers surf the Internet for properties prior to contacting an agent. To make this online house search easier and more enjoyable, Campo's market centers set up www.pahomesonline.com featuring SmartMap™. SmartMap is an innovative search tool that allows users to point, click, drag and hover to an exact location. There is no need to type in a description, price or other details. Specific locations can be enlarged and streets, houses and photos are immediately available.

A Very Good Year

By 2004, more and more agents were convinced that these singular components were essential to developing not only comfort and wealth, but life balance, as well. KW International listed new agent count at 2,000 per month and Campo and Usic saw great potential in branching out. They opened a Brandywine Valley market center in August and entered the Lehigh Valley with an Allentown franchise in September.

The centrally located Brandywine Valley coverage begins in Avondale, continues through West Chester, up to Boothwyn and south to the state of Delaware. Both Chester and Delaware Counties are included in its reach. Many of the agents have Maryland real estate licenses and others are specialists in farm and equestrian properties.

Jessica Miller, who opened Brandywine Valley as team leader says that she knew within 15 minutes that there was no way any company could duplicate the incredible Keller Williams agent-centric business model. "Keller Williams formula is to position agents as the cornerstones of its success. This is the way I believe a real estate company should operate. This is

what is so special about Keller Williams. This organization offers security in a world that is often insecure. It is a company that cares about agents and cares about customers. It makes you proud to be a real estate agent," concludes Miller.

The 4,000-square-foot Brandywine Valley market center opened with 18 agents. New team leader Mary Alice Shields recently came on board to a bustling office of 60 agents. An agent, manager and instructor for more than 30 years, she looks forward to even greater growth. "To manage a wonderful office of real estate agents is a true pleasure," she remarks.

The Allentown market center skyrocketed to meteoric heights in Lehigh Valley. In less than a year it grew from 19 agents to more than 100 and by the end of 2005, KW International proclaimed it number two in overall performance among 142 Keller Williams "Launch Phase" market centers nationwide.

Today, this booming office ranks number one for gross sales volume, sold listings and agent count in Lehigh County. "This is an organization of vibrant and productive REALTORS® who truly believe in working together for the good of everyone," exclaims team leader Jane Wells Schooley. "We are the fastest growing real estate firm in the Lehigh Valley because of our agent partners. There is no other real estate organization like Keller Williams and I am so thrilled to be in a position to work with my Agent Leadership Council toward growth and prosperity for our agents and company alike," says Wells Schooley.

Supporting the Vision

In five short years, Campo exceeded his early expectations of agent-centered success. It was time to offer sophisticated support for the flourishing market centers. Campo and Usic formed Keystone Partners Group (KPG) in Lansdale, which is management group headquarters for their Keller Williams franchises and a state-of-the-art-training center. Campo is operating principal and Usic serves as

Mary Alice Shields, Brandywine Valley Market Center Team Leader

**KELLER
WILLIAMS
REAL ESTATE**





Jane Wells Schooley,
Allentown Market Center Team Leader

more while empowering our associates to deliver to their customers experience above and beyond expectations. To our associates, this results in careers worth having, businesses worth owning and a life worth living. We're really focused on teamwork and succeeding individually through the mutual work and drive of all," points out Wells.

Looking to Infinity

With the unprecedented performance exhibited by Keller Williams Allentown, a logical step was to spread out in the Lehigh Valley.

KPG vice president of Education and Agent Development. Bob Wells, the original team leader of the Allentown market center, soon joined them as a partner and vice president of operations. "The goal of Keystone Partners Group," says Campo, "is to provide servant leadership, inspiration and support to our management team, achieving greater productivity, growth and profitability in each of our market centers. When we say servant leadership, we mean that we are the servants who humble ourselves to meet the needs of our agents. With their companies growing at a rate of more than 20 new associates per month, the management arm is poised to enable them to achieve their purpose, goals and dreams."

Streamlined high-level training spearheaded by Usic, is a regular occurrence at the 4,000-square-foot headquarters. A recent mega-agent event brought top-producing local Keller Williams agents together with one of the largest producers in the United States, enabling them to learn steps to take them to the next level. Many agents reach a production plateau and there are no tools to get them past that peak. "We have been so blessed through Keller Williams Real Estate and its systems and models that we can't help but share what we have learned with others," says Campo. "We are always searching for ways to improve both the productivity and profitability of our agents," adds Usic. "That is what makes Keller Williams a progressive company."

The seven market centers that comprise Keystone Partners Group work together in much the same way as agents within the individual offices do. "Multiple market centers, each powerful in their own right, give us a unique ability to synergize," states Wells. "Our goal is to identify the best practices, processes and systems within an office and share those assets with others."

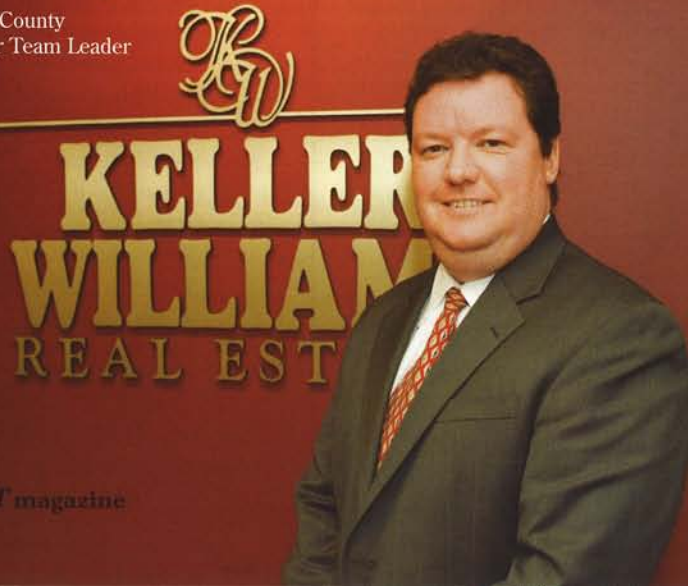
Wells continues by explaining that "mastermind groups are created to communicate ideas, leadership strategies and organizational tools. Together we all achieve

In 2006, a Northampton County market center was formed to serve Bethlehem, Easton and Greater Northampton County. "We made such a significant impact in this region," states Northampton County team leader Joe Corcoran. "The Northampton County market center has nearly doubled in size and we are attracting the best agents in the area. People here recognize a winner when they see one," sums up Corcoran.

The Northampton County market center will move into its permanent office building on Emerick Boulevard near the intersection of William Penn Highway and Route 33 this fall. Agents are exhilarated by the entrepreneurial spirit they have found at Keller Williams. "This is why our agents are the rainmakers," suggests Campo. "They have limitless chances for education and wealth-building in an environment that is purposeful and committed to quality of life. They are eager to share our philosophy with others and we expect that to happen frequently as we grow in Northampton County."

Recently, Campo opened two more market centers. A 6,500-square-foot, state-of-the-art office in Media is shared by 45 agents, including Dominic Cardone. Cardone also serves as broker consultant for

Joe Corcoran,
Northampton County
Market Center Team Leader





**KELLER
WILLIAMS
REAL ESTATE**



Emma Payne,
Team Leader Media/RoseTree
Market Center

The Horsham market center began operation early in 2007 with 32 agents and exceptional enthusiasm under the leadership of Ed Hendel, who put Montgomeryville on the map. Hendel looks forward to helping a vibrant team of agents reap financial rewards and more. "We are very passionate about education here," declares Hendel. "We offer a 90-day accountability-based program to drive agent production up to 36 transactions per year. Once successful at this level, they may wish to move on to mega-agent training, which is designed to convert sales practices into very profitable businesses. That's what we mean when we say Keller Williams is a win-win company," stresses Hendel. "Our consumers win, our associates win and our company wins."



KPG's seven market centers. "Keller Williams is actually an education company cleverly disguised as a real estate firm," chuckles Cardone. "Real estate service is all about providing information and education to buyers and sellers and Keller Williams is constantly training agents to comply. It is also an organization that encourages agents to share expertise and techniques and to help each other. We share secrets, we don't hide them under our hats," emphasizes Cardone.

Team leader Emma Payne concurs. "Real estate was my destiny," she notes. "My parents were real estate brokers. I remember holding survey tapes and helping to remove stickers on the new construction homes that my dad was building and selling. I became a real estate investor while working in other industries and my husband Chris is a former builder in the Poconos. I read Gary Keller's *Millionaire Real Estate Agent* book and was so impressed with the models and systems that I encouraged Chris to join Keller Williams in Allentown. Within two weeks, I decided to do the same and accepted the position of team leader in Media.

Mark Willis, CEO of Keller Williams Realty, credits such upward expansion to its agent-centric, learning-based business model and razor-sharp focus on technology. "Market trends are a non-issue at Keller Williams," he asserts. "No matter what analysts say, our number one mission has been—and will always be—to provide our associates with proven business tools, models and technology that will get results in any market."

Campo, Usic Wells and the 650-plus real estate agents who make up Keystone Partners Group's seven market centers exemplify Willis' words. The five market centers that were open during 2006 paid out more than \$1 million in profit sharing to agents that year. In addition, because agents in Keystone Partners Group market centers own 65 percent of their in-house title and mortgage companies, they also shared over \$700,000 in profits from these ancillary entities.

When asked how and why the Keystone Partners Group offices have met with such superlative success, Campo's succinct reply speaks volumes.



"I tell people that I did not accept a new job," continues Payne. "I arrived home. The more I learn about this awesome company and the family of agent/owners the more I love it. I have been blessed with Keller Williams Real Estate and the truth is that Keller Williams Real Estate has given me a career that is based on me blessing others!"

"It's all about the agents." ★

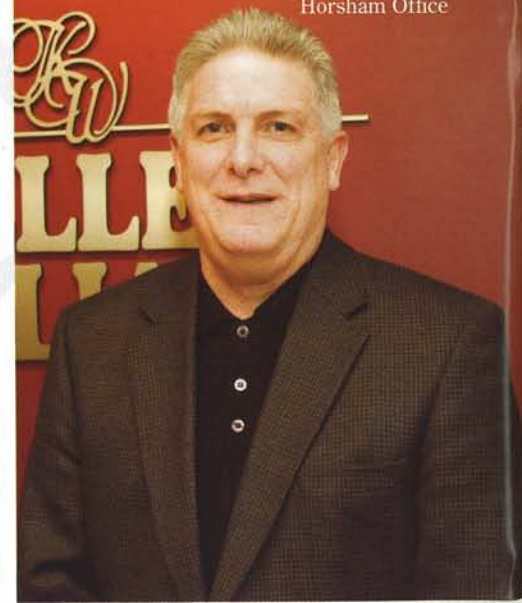


Dominic Cordone, Broker Consultant for
KPG's market centers and Pennsylvania
Association of
REALTORS®
President



Headquarters

Ed Hendel, Team Leader
Horsham Office



we joined we're flourishing



Nathan Guttman (Allentown)
Former Business Owner

"I joined Keller Williams after I earned my real estate license in 2005 and followed the Keller Williams business models very closely. I took advantage of the knowledge shared with me by other mega agents in my office and other KPG offices. The result: a gross sales volume of \$14 million in my second full year in business."



Gail Magnant (Allentown)
Formerly of RE/MAX (25 years in real estate)
"I absolutely love it here at Keller Williams. I just love it! The positive office environment, the free sharing of ideas and the opportunities for personal and professional improvement just don't exist anywhere else."



Craig Liles (Allentown)
Former CENTURY 21 Agent
"I joined Allentown office of Keller Williams in 2004 and became the office mentor and Education Committee chairperson shortly thereafter. I've helped so many people become successful, and in the process, my business has exploded, as well. Keller Williams is the place to grow!"



Sue Ringer (Northampton County)
Former Prudential Agent
"Prior to Keller Williams, I was thinking like a salesperson. After attending an incredible Keller Williams training program called CAMP 4:4:3. I began treating my practice much more like a business. Now, I follow proven business models that work. It's made a big difference in my profitability, lifestyle and service level to my clients."



Mary Ellen Shuman (Northampton County)
Former Prudential Agent
"Say goodbye to the glass ceiling! I came to Keller Williams because every agent is treated more like a partner, and not an employee. We are agent-focused and agent-driven. We share in the decisions—and in company profits. "



Jane Maslowski (Montgomeryville)
Former Weichert Agent

"Keller Williams agents work together. We share ideas, strategies, and tactics and hold ourselves accountable for predictable results. We've created Mastermind Groups in our office for several different production levels, right up to the \$20 million mark and above. What a difference cooperation makes."



Dan Smith (Montgomeryville)
New to Real Estate

"My decision to join Keller Williams was the best decision I ever made. In my first year I closed 28 transactions and over six million in sales. I attribute that quick success partly to the sharing of knowledge, training, and resources. I've had continuous support. Today, less than five years later, I average about 45 transactions a year and 12 million in sales, and my business continues to grow."



Harold Riley (Blue Bell)
Former CENTURY 21 Agent

"When I moved to Keller Williams in Blue Bell, my production level was around the \$5 million mark and I didn't know how to take it to the next level. Enter proven systems and Keller Williams model. My production grew to \$14 million in 2006!"



John Herreid (Media)
Former Long & Foster Agent

"I was an agent for six years prior to investigating Keller Williams. I really did my due diligence and then jumped in with both feet. The education here, both regionally and in the office, is second to none. We have the opportunity to take classes everyday on every conceivable area of sales and business, from systematic high level lead generation, to running your practice with a P&L statement."



Dave Joslin (Media)
Former Coldwell Banker Preferred Agent

"My real estate business is definitely high tech, and KW totally supports my strategy. The research and development behind its technologies is relentless, and the technology tools provided are world class. Whether you're a tech guru, or paper-based, Keller Williams provides what you need to excel."

we joined we're flourishing



Matt Fetick (Brandywine Valley)
New to Real Estate

"After joining Keller Williams, I decided that I wanted to build a powerful business and I joined the company's leading edge MAPS coaching program (Mega Agent Productivity Systems). My team is growing fast and business is up."



Hannady Morsi (Brandywine Valley)
Former Prudential Fox & Roach Agent

"My expertise is new construction. Keller Williams taught me how to build a team within a new construction setting. Our team now realizes the financial freedom to earn more money than any of us ever had before."



Warren Cleveland (Horsham)
Former RE/MAX Top Producing Agent

"I was top agent in my former office with 2006 production approaching \$30 million. However, I sought a foundation to grow my business to the next level. KW gives me that foundation and allows me to more easily surround myself with like-minded business people."



Dina Rovner (Horsham)
Former Weichert Agent

"Keller Williams is a 'profit sharing company' and I joined so I could add pillars of income to my financial plan. Our profit sharing system is logical, smart, and very powerful. Many of our agents also share ownership in our in-house title and mortgage

companies and share in these profits each quarter, as if we were owners with just a few partners. How many agents in traditional companies can say that?"



Pat McGee (Horsham)
Former RE/MAX Agent

"I've been licensed for many years, and thought I'd seen it all. Yet, my previous companies seemed to be without a clear mission, vision, values and beliefs. Keller Williams is crystal clear in these areas, and is totally focused on the success of the

agent. It has an amazing corporate culture, and business professionals know just how vital this is to long-term success."

join us as we flourish

Keystone Partners Group
Corporate Headquarters for Keller
Williams Real Estate
1555 Bustard Road – Building #1, Suite 130
Lansdale, PA 19446
Operating Principal: Mike Campo
215.855.5353

Allentown Market Center
40 South Cedar Crest Boulevard
Allentown, PA 18104
Team Leader: Jane Wells Schooley
610.435.1800

Blue Bell Market Center
910 Harvest Drive – Suite 100
Blue Bell, PA 19422
Team Leader: Courtney Franklin
215.646.2900

Brandywine Valley Market Center
276-B Dilworthtown Road
West Chester, PA 19382
Team Leader: Mary Alice Shields
610.399.5100

Horsham Market Center
300 Welsh Road – Building 4, Suite 145
Horsham, PA 19044
Team Leader: Ed Hendel
215.657.8100

Media Market Center
Rose Tree Corporate Center
1400 North Providence Road – Suite 6035
Media, PA 19063
Team Leader: Emma Payne
610.565.1995

Montgomeryville Market Center
601 Bethlehem Pike – Building B, Suite 100
Montgomeryville, PA 18936
Team Leader: Rudy Usic
215.631.1900

Northampton County Market Center
1660 Valley Center Parkway – Suite 200
Bethlehem, PA 18107
Team Leader: Joe Corcoran
610.867.8888

Check out our search engine at:
pahomesonline.com