



News Release

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Keller Williams Realty Named No. 2 Training Organization in the World

Highest ranking real estate franchise on *Training Magazine's* annual Training 125 list

AUSTIN, TEXAS (February 4, 2014) — Keller Williams Realty, the largest real estate franchise in North America and one of the fastest-growing real estate companies in the world, has been named the No. 2 training organization across all industries by *Training Magazine*. At an awards ceremony in San Diego to honor the Training 125, Keller Williams was recognized for the record growth, productivity and profitability gains that its training and education programs fueled last year.

“We want to thank all of our coaches, course writers, instructors and associates for embracing these training programs and delivering extraordinary results,” said Dianna Kokoszka, CEO of KW MAPS Coaching and Keller Williams University.

Keller Williams was joined in the Top 5 by Jiffy Lube, Capital BlueCross, CHG Healthcare Services, and Mohawk Industries, Inc. *Training Magazine*, which features the Top 5 honorees in its January-February 2014 issue, commended Keller Williams for several programs and initiatives, including:

- BOLD (Business Objective: Life by Design) – a transformative program that helps real estate professionals increase sales through the relentless pursuit of leads and business-building activities. Over the course of seven weeks, BOLD conditions agents with powerful mindset exercised, language techniques and lead-generation activities. Participants are assigned to accountability teams and challenged to push each other to achieve big results. BOLD attracts real estate professionals from brokerages and brands throughout the industry, many of whom sign up every time it is offered. Last year, BOLD graduates

increased their closed transactions by 50 percent and their income by 114 percent compared with agents who did not take BOLD.

- RSTLM (Recruit, Select, Train, Lead and Motivate) – a comprehensive training course for finding, hiring, training and leading talent. RSTLM is an intensive, four-day training program. Leaders use it to recruit and retain talent. Agents use it to hire teams so they can grow and work effectively. Leaders who have taken the series and use the models and systems have shown a 63 percent increase in franchise office profitability compared with other leaders, contributing to the record 95 percent market center profitability Keller Williams offices achieved in 2013. Agents using RSTLM reported a four-fold increase in income, from \$50,000 to \$212,000.

“We are incredibly honored by this distinction,” CEO Mark Willis said. “We’re an education-based, technology-driven company. This award reaffirms our commitment to providing our associates with the resources and training they need to grow their businesses.”

“We are fortunate to have the best training programs and the best training professionals in the real estate industry,” President Mary Tennant said. “By focusing on education, we’re helping our 95,000 associates build careers worth having, businesses worth owning and lives worth living.”

For more information about the Training 125, visit www.trainingmag.com.

About Keller Williams Realty, Inc.:

Keller Williams Realty, Inc. is the largest real estate franchise company in North America, with approximately 700 offices and 95,000 associates in more than a dozen countries around the world. The company has grown exponentially since the opening of the first Keller Williams Realty office in 1983, and continues to cultivate an agent-centric, education-based, technology-driven culture that rewards associates as stakeholders. The company also provides specialized agents in luxury homes and commercial real estate properties. For more information or to search for homes for sale visit Keller Williams Realty online at (www.kw.com). For more information about Keller Williams Worldwide, please visit (www.kwworldwide.com).