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Keller Williams Acquires Agent Team Business Solution Provider

Team Leads acquisition, HomeKeepr and Placester solutions mark robust additions to KW Technology suite

AUSTIN, TEXAS Aug. 18, 2015 — <u>Keller Williams</u>, the world's largest real estate franchise by agent count, has acquired Team Leads Inc., an agent team business solution provider based in Ontario, Canada. The company has rebranded the solution as KW Team Leads and made it available to its agent teams. Keller Williams has also entered into collaborations with two leading real estate technology providers, HomeKeepr and Placester, in an effort to increase the power of its individual agents' branding and marketing.

Keller Williams has aligned with HomeKeepr to add lead cultivation functionality as part of the <u>Keller</u> <u>Williams Real Estate Search App</u>, a key new feature to drive repeat business for agents. The company has partnered with Placester to provide responsive, intuitive and SEO-optimized agent and local office websites.

"We are known as the place for agent teams. And, a solution as exciting as KW Team Leads could only come from Keller Williams," said Chris Heller, CEO, Keller Williams. "And for all of our individual agents, we're thrilled to add new firepower to their businesses with powerful new websites and features that are proven to drive repeat business as part of our popular app; it's going to set them apart in the marketplace."

KW Team Leads

Nearly two years ago, Keller Williams set out across the U.S. and conducted strategic interviews with 52 of its top-producing agent teams to understand their pain points, workflows and best practices. During the process, the company also searched for a technology platform that would seamlessly integrate the economic and lead generation models these top team use.

Finding only one best-in-class market solution, Keller Williams at first collaborated before formally acquiring Team Leads Inc. For more information on the benefits and features of KW Team Leads, visit <u>kwteamleads.com</u>.

Developed with direct insights from top-producing agent teams, KW Team Leads is like no other market solution available, as it fully integrates the best practice systems and models from Keller Williams' Co-Founder Gary Keller's bestselling book "The Millionaire Real Estate Agent".

"KW Team Leads is a game changer with all of the lead generation and prospecting pieces rolled into one backend," said Adam Merrick, of the Adam Merrick Team, Keller Williams. "KW Team Leads will be an industry changing platform."

As part of the acquisition, Team Leads Inc. will keep its corporate name and remain a separate business entity, under Keller Williams, with a clear focus on innovating its agent-team business technology.

"We are very excited to be a part of the Keller Williams family. And we have worked very hard in developing an innovative product that not only applies to Keller Williams' agent teams, but teams worldwide," said Tyler Johnstone, CEO, Team Leads. "Keller Williams has taken our vision to the next level;

the future of the product is in great hands and will change the market landscape for real estate technology for years to come."

With more than 20 employees, the Team Leads headquarters will remain based in Ontario, Canada. Tyler Johnstone, CEO, Team Leads, and the current directors and developers of Team Leads, will continue to maintain operations in alignment with the Keller Williams software vision.

Team Leads is expected to add 15 employees over the next four months to keep pace with current growth. The Keller Williams-owned company will release the Team Leads solution industry wide in 2016.

"Our Team Leads acquisition and our newest partnerships are all about driving the success of our agents higher and higher," said John Davis, president, Keller Williams. "And the current array of technology solutions and benefits wrapped together is an immensely powerful value proposition for our agents in the field. We're arming them with only the best solutions to drive success."

HomeKeepr

Keller Williams has aligned with HomeKeepr to deliver a relationship driven solution that leverages hyperlocal business referrals and home maintenance tips to source leads for agents. With HomeKeepr, agents harness their local expertise and provide it to clients via agent-branded mobile and web applications. Keller Williams' clients will access HomeKeepr free from their KW Realty Real Estate Search App.

As part of the service, agents will upload their trusted network of home service providers. And, HomeKeepr will infuse those businesses directly into its monthly customized home maintenance tips, which are branded specifically to keep agents top of mind.

"We're thrilled to be partnering with a truly innovative company to help their more than 120,000 agents position themselves as local experts within their communities and to deliver valuable local content to their clients," said Rob Morelli, CEO, HomeKeepr. "Keller Williams has always been at the forefront of introducing new technologies to its agents. As an incredibly agent-centric and consumer-centric brand, integrating our technology into their real estate search app is truly a win-win for agents and customers."

Placester

For its agents and local offices located throughout the U.S. and Canada, Keller Williams is now in a close partnership with Boston, Mass.-based Placester, a real estate technology company, to provide responsive, intuitive and SEO-optimized websites. The new websites powered by Placester will offer a search experience consumers want, optimized for any device.

Keller Williams' agents and local office leadership will be able to view, set up and change responsive website designs with pre-built templates, add Keller Williams' branding, integrate MLS listings and capture leads.

With new agent websites powered by Placester, visitors will search for listings with embedded IDX search, view properties in detail, discover neighborhood information and receive alerts to new or changes in listings. In addition, agent websites will allow visitors to learn more about the agent through designations listings.

"We're very excited to join forces with the Keller Williams brand by providing Placester sites to over a hundred thousand associates across the country," said Matt Barba, CEO, Placester. "Keller Williams

understands the importance of consumer-friendly real estate websites, and we look forward to collaborating with them to deliver a best-in-class experience to their clients, by way of their associates and teams."

Local office websites will serve as an information portal for consumers to learn more about an office's agents and for buying and selling properties. Visitors will also be able to register to save searches.

About Keller Williams Realty, Inc.

Austin-Texas based Keller Williams Realty, Inc. is the largest real estate franchise by agent count in the world with 700 offices and 125,000 associates across the Americas, Europe, Africa and Asia. In 2015, *Training Magazine* named Keller Williams the No. 1 training organization across all industries in the world.

Since 1983, Keller Williams has grown exponentially and continues to cultivate an agent-centric, educationbased, technology-driven culture that rewards agents as stakeholders. The company also provides specialized agents in luxury homes, commercial and farm and ranch properties.

For more information on Keller Williams, visit <u>kw.com</u>.

About HomeKeepr

HomeKeepr is the premier way for real estate professionals to stay connected to their clients and distinguish themselves from the competition. Clients are invited to download an agent's personalized app in order to receive the agent's directory of trusted home service providers and local businesses. Clients also receive monthly agent-branded home maintenance reminders, a set-it-and-forget-it way of staying top of mind and winning more referral business.

For more information, please visit <u>HomeKeepr.com</u>.

About Placester

At Placester we help real estate professionals grow their business by giving them the technology to better connect with buyers, sellers and renters online. We do this by aggregating every home in the US through partnerships with MLSs. These partnerships, along with our products, create economies of scale that allow all real estate professionals to promote themselves and their listings affordably.

Through Placester Web, the company provides cost-effective websites for real estate professionals and local media outlets (Newspapers, online publications & digital portals). Together, they create a marketplace, allowing real estate professionals, through Placester, to easily purchase digital advertising from a variety of local and national publishers. Placester maintains the trusted relationships required to sell digital ads and manages the ad inventory giving real estate professionals the network required to grow their businesses.

For more information, visit <u>placester.com</u>.