

Keller Williams Selects Fitbit for Expansion of National Wellness Program

AUSTIN, TEXAS Dec. 12, 2017 — [Keller Williams](#), the world's largest real estate franchise by agent count, is collaborating with Fitbit (NYSE:FIT), the leading global wearables brand, to expand its wellness program by offering Fitbit wearable devices and challenges to more than 157,000 agents nationwide.

Recently recognized as one of "[America's Healthiest Employers](#)," Keller Williams is expanding their wellness program by providing special pricing on Fitbit devices and organizing activity challenges at both national and local levels.

Introduced in 2013, the Keller Williams wellness program encourages associates to live balanced and healthy lifestyles by ensuring that their physical and emotional well-being are supported.

"The integration of Fitbit to our wellness program will allow our associates to compete or work together toward a fitness goal franchise-wide or within their local community," said Alex Garland, wellness manager, Keller Williams.

"We see this as an opportunity to unify our entire company around a culture of health and wellness, not only across the United States, but eventually around the world, all made possible with the integration of Fitbit devices," said Garland.

Keller Williams will use Fitbit's program management dashboard to run Fitbit Challenges, helping associates stay motivated and engaged on their personal health journeys. Mobile messaging, real-time tracking and engaging experiences will encourage Keller Williams agents to work together, support one another and share in their successes.

In addition to the national wellness program, franchise associates can design and run custom activity challenges for their individual franchise communities.

"At Keller Williams, our commitment to wellness extends beyond our associates and into the communities that we serve," said Tom Freireich, director of business development, Keller Williams. "We are excited to give the gift of Fitbit to our customers, inviting them to step into their new home and explore their neighborhoods the best way possible – on foot."

Keller Williams agents will also have access to special pricing to provide Fitbit devices as appreciation gifts to new home buyers and sellers at closing.

Powered by one of the world's largest health and fitness databases and social networks, Fitbit's platform can help drive positive health outcomes and deliver personalized experiences, insights and guidance through leading software and interactive tools.

"This program is a great example of how the power of wearable technology can be used to help increase employee engagement and bring communities together," said Amy McDonough, senior vice president, strategy and operations, Fitbit Health Solutions. "By setting up this program, Keller Williams is providing the tools and resources that could make an impact on the overall health of their employees and customers."

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About Keller Williams Realty, Inc.

Austin, Texas-based Keller Williams Realty, Inc., is the world's largest real estate franchise, with more than 900 offices and 175,000 associates across the Americas, Europe, Africa and Asia. In 2017, *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, education-based, 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, visit kw.com.