

## Keller Williams Expands Across South America, Launches in Trinidad and Tobago

**AUSTIN, TEXAS October 9, 2018** — Keller Williams, the world's largest real estate franchise by agent count and the U.S. leader in units and sales volume, has awarded a license for a new master franchise in Trinidad and Tobago, a dual-island Caribbean nation off the coast of Venezuela.

The new Keller Williams master franchise in Trinidad and Tobago is currently initializing operations and is expecting to launch its first office before the end of 2018.

Keller Williams has now launched in nine countries across Central and South America with 21 market centers and more than 750 agents. This new launch comes just as the KW Argentina Region launches a second market center in their first year in business and KW Colombia expands beyond 200 agents across the country.

Operating Principal Gregory Camejo, with a strong team of core leaders, will lead Keller Williams' growth across Trinidad and Tobago. Camejo also serves as a senior executive of corporate and strategic services for the OCM Group and has developed an extensive network in talent acquisition and real estate across the country. The OCM Group operates as the parent company of the *Trinidad Express* newspaper and CCN TV6, the largest private television broadcaster in Trinidad and Tobago.

"Trinidad and Tobago is one more critical step in KW's growth through the Caribbean as well as South America and we have found the right leader who shares our common vision and culture," said William E. Soteroff, president, Keller Williams Worldwide, the international division of Keller Williams. "Gregory rapidly adopted Keller Williams systems, built a strong core group and attracted top producers to our agent-centric business model."

The Trinidad and Tobago real estate market has a high demand for housing with not enough supply in the middle income-earner bracket: a trend that is beginning to change, according to Camejo. The market has also shifted recently to becoming more of a buyer's market.

"The real estate market in Trinidad and Tobago has mostly been a cottage industry, with small boutique-type home offices for the majority of real estate practitioners," said Camejo.

"The real estate industry in Trinidad and Tobago is underdeveloped in terms of management and understanding how to create a value-added service," said Camejo. "There are great agents, yet the industry doesn't recognize its own great potential. That's where we see the opportunity."

"The cultural aspect of the Keller Williams value proposition attracted us. Understanding the idea of influencing the person and guiding them toward purpose excited me," said Camejo. "The Keller Williams proposition is about changing the current mindset as well as building the right values into a company, team, and eventually the industry."

Across the globe, KWW is home to more than 6,900 international agents, 171 market centers, and more than 30 regions operating outside of the United States and Canada.

"As many have come to expect from Keller Williams, we continue to grow for our people," said Ellen Curtis, COO, KWW. "Gregory continues this focus on helping the agent capture more market share and build their local business. We are excited to see the next phase of growth that the KW Trinidad and Tobago team, along with our teams across Central and South America, will create for all agents in these countries."



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Outside of the U.S. and Canada, Keller Williams regions now include Argentina; Belgium; Belize; Bermuda; Cambodia; Colombia; Costa Rica; Czech Republic; Dubai, UAE; France; Greater Shanghai, China; Greece; Indonesia; Israel; Jamaica; Luxembourg; Mexico; Monaco; Nicaragua; Northern Cyprus; Panama; Philippines; Poland; Portugal; Puerto Rico; Romania; Southern Africa; Southern Cyprus; Spain; Trinidad and Tobago; Turkey; United Kingdom; and Vietnam.

### **About Keller Williams**

Austin, Texas-based Keller Williams, the world's largest real estate franchise by agent count, has more than 975 offices and 186,000 associates. The franchise is also No. 1 in units and sales volume in the United States.

In 2015, Keller Williams began its evolution into a technology company, now building the real estate platform that agents' buyers and sellers prefer. Since 1983, the company has cultivated an agent-centric, technology-driven and education-based culture that rewards agents as stakeholders.

For more information, visit [kw.com](http://kw.com) and [kwworldwide.com](http://kwworldwide.com).