

## **Keller Williams Latest Kelle Skill Taps Nextdoor's Insights to Empower Agents**

*Clients four times more likely to stay on Kelle Market Snap landing pages fed by neighborhood insights*

**AUSTIN, TEXAS – October 11, 2018** - [Keller Williams](#) (KW), the world's largest real estate franchise by agent count and the U.S leader in units and sales volume, announces its' data insights partnership with [Nextdoor](#) has been a key value driver of recent engagement with KW's Kelle Market Snaps artificial intelligence skill.

"Nextdoor has created and continues to collect a trove of hyperlocal insights sourced from people that live in over 180,000 neighborhoods," said Neil Dholakia, chief product officer, Keller Williams. "Through our exclusive partnership, we are combining these insights with our robust real estate data set, the industry's largest, to empower agents to strengthen their local market expertise."

"Kelle, our proprietary artificial intelligence-based personal assistant, makes it all easier by providing a simple voice interface for agents to access and share this data," said Dholakia.

A Kelle Market Snap blends neighborhood boundary data from Nextdoor with the Multiple Listing Service (MLS) to deliver real-time, hyperlocal market reports. Agents can access a neighborhood's number of active listings, median home price, days on market and more and share it - 'in a snap'.

The Kelle Market Snaps skill rolled out to agents in U.S. and Canada on June 7, 2018 via Kelle. Since launching in mid-February, the Kelle mobile app has racked up more than 130,000 downloads.

Keller Williams has found that a client is four times more likely to stay on a Kelle Market Snap web page link when an agent sends market information that leverages Nextdoor-driven neighborhood boundary insights versus a zip or postal code-based Market Snap. More information on Kelle Snap web pages is available upon request.

### **Partnership Momentum**

In February of 2018, Keller Williams first announced that it was leveraging insights from Nextdoor as part of its holistic efforts to give consumers a better and more intuitive agent-driven home-buying experience.

"From the very beginning, some of the most popular neighborhood conversations on Nextdoor have been about homes for sale and the local real estate market," said Lauren Nemeth, Chief Revenue Officer, Nextdoor.

"This partnership not only puts Nextdoor's unique hyper-local insights at the fingertips of Keller Williams agents but also provides a natural way for agents to provide true value for neighbors by engaging in

real-time neighborhood chatter on real estate through our neighborhood sponsorship program,” said Nemeth.

As part of the partnership, Keller Williams agents receive a free business page and can feature their listings on Nextdoor. Keller Williams agents are also encouraged to sponsor a neighborhood ZIP code, through Nextdoor’s Neighborhood Sponsorship program, which positions agents as the local expert and helps them stay abreast of local neighborhood happenings and trends.

Recently, Nextdoor announced a new Neighborhood Sponsorship feature that allows agents to promote their listings, share market trends and direct conversations within the neighborhood. Keller Williams agents not yet on Nextdoor are can sign up at [realestate.nextdoor.com](http://realestate.nextdoor.com).

### **Kelle and Kelle Market Snaps Skill Momentum**

“Clients care about what the people in a neighborhood think about their neighborhood,” said Dholakia. “And, by providing these hyper local insights, Keller Williams agents become not only the local expert but also a trusted advisor.”

To date, 579,905 Kelle Market Snaps have been created and shared with clients. Screenshots of Kelle Market Snaps are available.

“We strive to put the best data in front of our agents; as such, we are adding new sources of data and leveraging artificial intelligence to discover new insights, all to create a leading advantage for our agents,” said Dholakia.

In Q4 ’18, Keller Williams’ agents will be able to tailor their Kelle Market Snap stats to the level of data they want to emphasize, from a given neighborhood, zip code, and real estate office to an agent- and team-specific area of operations.

Kelle won the "Best Real Estate Technology of 2018" [award](#) from Inman News in July 2018. The real estate franchise has released many Kelle features and benefits YTD. Details are available [online](#).

### **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).

**About Nextdoor.com, Inc.**

Nextdoor ([nextdoor.com](https://www.nextdoor.com)) is the free and private social network for neighborhoods available on Web, iOS, and Android. On Nextdoor, neighbors create private online communities where they get to know one another, ask questions, and exchange advice and recommendations. More than 180,000 neighborhoods across the United States, Germany, France, Italy, Spain, United Kingdom, and the Netherlands are using Nextdoor to build stronger and safer places to call home.

Headquartered in San Francisco, Calif., Nextdoor is a privately held company with the backing of prominent investors, including Benchmark, Greylock Partners, Tiger Global Management, Kleiner Perkins Caufield & Byers, and others. For additional information and images: [nextdoor.com/newsroom](https://www.nextdoor.com/newsroom)