

Keller Williams Reports Q3 '18 and YTD Results

100,000 agents have joined since companywide growth initiative launched in April 2011

AUSTIN, TEXAS November 13, 2018 — Keller Williams (KW) achieved significant R&D technology milestones and surpassed 190,000 associates in Q3 '18, a net gain of 3,396 agents across the globe.

Since launching its growth initiative in April 2011, Keller Williams has grown by more than 100,000 agents in the United States and Canada as of Sept. 30.

The growth further solidifies the company as the world's largest real estate franchise by agent count with more than 980 offices and 190,000 associates. The franchise is also No. 1 in units and sales volume in the United States.

About Keller Williams Growth Initiative

- As president and CEO of Keller Williams, John Davis leads the Keller Williams Growth Initiative.
- This innovative business leadership program empowers leadership teams with unique systems, models, and tools to generate predictable and sustainable growth in market share and profitability.
- The Growth Initiative was architected, tested and proven by Davis through the transformation of a franchise office in Southlake, Texas, from an office with approximately \$500,000 in debt to one of the most profitable in the Keller Williams system.
- Davis soon began training other offices across the company on the system, generating similar predictable results with rapid gains in market share and profitability - regardless of the initial status of that office.
- The Growth Initiative has become the foundation of all leadership training and is reinforced with weekly companywide coaching calls from Davis in which leadership and Davis work together to amplify their results. More information on the Keller Williams Growth Initiative is available.

“We are so proud of our agents, market centers and leadership for the 100,000 new Keller Williams family members added since the growth initiative’s start in 2011. And, we’re only getting started,” said Davis. “This level of growth contributes to our culture of sharing and plays a big role in fueling our technology investment.”

“Our third quarter has been historic; we released a new skill, Market Snaps, which has provided incredible agent and consumer value through Kelle, our AI-based personal real estate assistant,” said Davis. “We also announced the key strategic acquisition of Smarter Agent and two key tech partnerships that are keeping us moving along our technology road map and consumer strategy.”

Q3 '18 Technology and Industry Highlights

- In Q3 '18 alone, 60,228 agents downloaded Kelle, a proprietary artificial intelligence real estate business partner, available in the U.S. and Canada. As of Sept. 30, 135,763 agents have downloaded Kelle YTD.
- Kelle won the “Best Real Estate Technology of 2018” [award](#) from Inman News in July 2018.
- In Q3 '18 alone, 9,712 live referrals were sent via Kelle, representing \$2.3 billion in sales volume.
- KW released Kelle Market Snaps, a new Kelle skill that enables agents to pull hyperlocal market reports with voice or text command via the Kelle mobile app. 561,219 Market Snaps were shared in Q3'18.
- Keller Williams released a host of new Kelle features and benefits YTD. Details are available [online](#).
- Keller Williams acquired Smarter Agent, the most widely used mobile SaaS platform in real estate.
- The franchise announced key technology R&D partnerships with KUNGFU.AI and CognitiveScale.
- KW Labs, the innovation hub of KW, won the inaugural National Association of REALTORS® Hackathon.
- Keller Williams expanded globally into Belgium, Luxembourg and Cambodia.

- *Entrepreneur* magazine named Keller Williams (No. 18 out of 100 ranked) a [top global franchise](#).
- *Forbes* named Keller Williams (No. 6 out of 300 ranked) one of the “[Best Employers For Women](#).”
- *Franchise Business Review* named Keller Williams a [top franchise for women](#).

“Our people are focused on competing like never before,” said Davis. “They are leveraging our technology to continue to outperform the market and take more territory, even in the midst of the market shift we’re now seeing.”

United States and Canada (production in Q3 '18)

- Franchise is now home to 166,854 agents in the United States and 3,276 in Canada, as of Sept. 30.
- Agents closed 306,243 transactions in Q3 '18, up 1.9 percent over Q3 '17.
- Agents closed \$93.5 billion in sales volume, up 4.2 percent from the previous Q3.
- Agents took 195,813 new listings (new market inventory), up 4.4 percent over Q3 '17.
- Listings taken volume totaled \$66.1 billion, up 12.7 percent over Q3 '17.
- Agents wrote 320,689 contracts (projected closings), up 1.0 percent over Q3 '17.
- Contracts written volume was \$96.2 billion, up 3.0 percent over Q3 '17.

United States and Canada (production YTD in FY '18)

- As of Sept. 30, agents closed 842,186 transactions, up 3.5 percent over the first nine months of FY '17.
- Agents closed \$256.5 billion in sales volume, up 7.5 percent over the same period of FY '17.
- Agents took 598,720 new listings (new market inventory), up 6.7 percent over the same period of FY '17.
- Listings taken volume totaled \$206.7 billion, up 15.0 percent over the first nine months of FY '17.
- Agents wrote 947,867 contracts (projected closings), up 3.0 percent over the same period of FY '17.
- Contracts written volume was \$287.6 billion, up 7.1 percent over the first nine months of FY '17.

Keller Williams Worldwide (production outside the U.S. and Canada in Q3 '18)

- Outside of the U.S. and Canada, the franchise is now home to 7,199 agents, as of Sept. 30.
- Agents closed 6,979 transactions in Q3 '18, up 46.9 percent over the same period in Q3 '17.
- Agents closed \$1.1 billion in sales volume, up 31.2 percent over the previous period.
- Growth share increased 43.7 percent over Q3 '17 to \$503,270.
- Agents took 18,990 new listings (new market inventory), up 41.9 percent over Q3 '17.
- Listings taken volume totaled \$5.6 billion, up 12.5 percent over Q3 '17.
- Agents wrote 8,443 contracts (projected closings), up 43.1 percent over Q3 '17.
- Contracts written volume was \$887.8 million, up 29.3 percent over Q3 '17.

Keller Williams Worldwide (production outside the U.S. and Canada YTD in FY '18)

- Agents closed 19,655 transactions in nine months of FY '18, up 54.3 percent over same period of FY '17.
- Agents closed \$3.3 billion in sales volume, up 54.0 percent from the first nine months of FY '17.
- Growth share increased 64.2 percent over the same period in FY '17 to \$1.5 million.
- Agents took 53,050 new listings (new market inventory), up 55.0 percent over the same period of FY '17.
- Listings taken volume totaled \$16.7 billion, up 50.2 percent over the same period of FY '17.
- Agents wrote 22,577 contracts (projected closings), up 49.9 percent over the first nine months of FY '17.
- Contracts written volume was \$2.7 billion, up 48.2 percent over the same period of FY '17.

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;



Media Contact: Darryl Frost
Email: Darryl.frost@kw.com
Phone: 254-466-3627

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 980 offices and 190,000 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 and kwworldwide.com.