

Keller Williams takes more territory in South America

AUSTIN, TEXAS Dec 4, 2018 — [Keller Williams](#), the world's largest real estate franchise by agent count, is rapidly expanding across South America.

On the heels of high agent growth in Colombia, three office launches in Argentina, and an office launch in the neighboring dual-island Caribbean nation of Trinidad and Tobago, Keller Williams welcomes a new South American region, KW Chile.

Led by Regional Operating Principal Claudia Guzmán, the Keller Williams franchise is rapidly initializing operations of a first market center near Santiago, Chile.

"Claudia and her team understand that Keller Williams' model is highly disruptive and attractive to the local agents and they are maximizing that opportunity in one of Chile's most important markets," said William E. Soteroff, president of Keller Williams Worldwide, the international division of Keller Williams.

Guzmán, a dual citizen of Chile and the United States, began staging and assembling a strong core Chile-based team in 2017. Having already collected commitments from more than 50 local agents, the KW Chile team plans to launch the first market center in early 2019.

"The speed at which KW Chile's core group are launching the region and their first market center is astonishing," said Soteroff.

According to Guzmán, 90 percent of Chile's population is located in the middle third of the country near Santiago, the capital of Chile. For that reason, the firm's initial focus will be on growth across Santiago, Concepción and each city's associated suburbs.

"Currently, Chile represents a dynamic, booming market for business that is highly competitive, with a growing population, always looking for opportunities to buy real estate as an investment vehicle, and millennials focused on renting instead of owning," said Guzmán.

"Keller Williams sets high standards for productivity and has proven economic and organizational models that are competitive, and deeply nested in ethics, compliance and integrity," said Guzmán.

South America and Caribbean Momentum

Over the past year, Keller Williams' models have become increasingly attractive in South America. The KW Colombia region recently launched a fourth market center and added 130 agents in the first three quarters of 2018.

Meanwhile, KW Argentina launched three offices within the first year in business. And, the neighboring dual-island Caribbean nation of Trinidad and Tobago saw the launch of the first KW market center in August 2018, growing to nearly 30 agents within a few months.

"Agents in South America and the Caribbean are hungry for higher level training and for robust models and systems for operating a listing and sales business," said Ellen Curtis, chief operating officer of Keller Williams Worldwide. "We are excited that Claudia and our South American leadership recognize the massive opportunity."

Worldwide Momentum

For Keller Williams Worldwide, the latest expansion into Chile caps off a record-setting year globally marked by the addition of six new regions, 31 new market centers and almost 2,000 net agents.

Across the globe, Keller Williams Worldwide operates in more than 35 regions and is now home to more than 7,450 international agents operating outside of the United States and Canada.

Outside of the U.S. and Canada, Keller Williams regions now include Argentina; Belgium; Belize; Bermuda; Cambodia; Chile; Colombia; Costa Rica; Czech Republic; Dubai, UAE; France; Greater Shanghai, China; Greece; Indonesia; Ireland; 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 Realty, Inc.

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.