

## Keller Williams Expands to Morocco

**AUSTIN, TEXAS May 30, 2019** — [Keller Williams \(KW\)](#), the world's largest real estate franchise by agent count, is expanding across Africa. As momentum continues, KW has awarded a new master franchise in Morocco.

Led by Regional Operating Principal Youssef Mansour, the KW franchise in Morocco is currently initializing a regional office and training the core leadership team.

"Youssef and his leadership team bring an unmatched level of excitement and understanding of our Keller Williams culture," said William E. Soteroff, president of Keller Williams Worldwide (KWW), the international division of Keller Williams.

"Tied to that strong foundation, their business acumen and drive is positioning them for great success in Morocco," said Soteroff.

In the early fall, the first Keller Williams real estate office in Morocco will open in Casablanca. KW Morocco is also targeting the cities of Tangier, Marrakech and Rabat for future office locations.

"The idea of joining Keller Williams comes from the necessity to develop our business," said Mansour. "Every entrepreneur wants to develop their business. Keller Williams expressly gives you this chance, the opportunity to be the market leader."

"I don't see other companies that can even pretend to do that," said Mansour. "Our vision is that KW Morocco will dominate the market within a few years. And we have a path to get there."

Currently, KWW has 23 market centers and 1,116 agents across Africa. As of March 31, KWW has 207 market centers (outside of U.S. and Canada) across 37 regions.

Recently, the Africa Investment Index 2018 [report](#) also ranked Morocco as the No. 1 most attractive investment opportunity in Africa, followed by Egypt and Algeria.

### **KWW Momentum (*production outside the U.S. and Canada in Q1 '19*)**

- KWW has 8,385 agents collectively operating outside the U.S. and Canada, up 33.7% over Q1 '18.
- In Q1 '19 alone, KW expanded globally into Italy and added 12 more market centers.
- Agents closed 7,364 transactions in Q1 '19, up 27.3% over Q1 '18.
- Agents closed \$1.1 billion in sales volume, up 11.5% over Q1 '18.
- Agents took 22,992 new listings (new market inventory), up 41.6% over Q1 '18.
- Listings taken volume totaled \$8.2 billion, up 53.5% over Q1 '18.
- Agents wrote 8,864 contracts (projected closings), up 36.7% over Q1 '18.
- Contracts written volume was \$1.0 billion, up 21.2% over Q1 '18.

Keller Williams' Q1 '19 results across the U.S. and Canada are also [available](#).

KWW is currently exploring further expansion opportunities across Africa, Central and South America, Central and Eastern Europe, and throughout Asia.

Core criteria for new franchises starts with having a qualified leadership team grounded in the Keller Williams culture; the company also strives for government, banking and judicial system stability and a higher maturity level for a real estate market.

Outside of the U.S. and Canada, KWW regions now include Argentina; Belgium; Belize; Bermuda; Cambodia; Chile; Colombia; Costa Rica; Czech Republic; Dubai, UAE; France; Greater Shanghai, China; Greece; Indonesia; Ireland; Israel; Italy; Jamaica; Luxembourg; Mexico; Monaco; Morocco; 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 technology franchise by agent count, has more than 1,030 offices and 180,000 associates. The franchise is also No. 1 in units and sales volume in the United States.

In 2019, Fast Company named Keller Williams the No. 1 “Most Innovative Company” in real estate. In 2015, the company 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 [kwworldwide.com](http://kwworldwide.com).