



News Release FOR IMMEDIATE RELEASE

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Keller Williams Realty Announces New Agent and Office Benefits through Strategic Alliance with 2-10 Home Buyers Warranty

AUSTIN, TX – February 14, 2011 – Keller Williams Realty, Inc. announced today its new strategic alliance with 2-10 Home Buyers Warranty® (2-10 HBW), one of the nation's leading home warranty providers.

Through the program, Keller Williams Realty market centers have the option to include 2-10 HBW as a Home Warranty provider within their market centers and in addition, all Keller Williams associates will receive enhanced benefits that increase their value proposition to consumers.

“In this industry, we’re all aware of how crucial it is to make our clients’ real estate transaction as seamless as possible. It helps us build long-term relationships and trust,” said Anthony Azar, director of Strategic Business Alliances for Keller Williams Realty International. “2-10 HBW’s long-standing reputation and commitment to customer service were key factors in our decision to bring this program to our offices and associates.”

2-10 HBW offers Keller Williams agents value-added services, including:

- Major home appliance purchase discounts for Keller Williams clients
- KW associate notification on all homeowner claims and renewals
- Custom newsletters and complementary marketing tools
- New home construction warranties for associates working with builders

Keller Williams Realty offices will also have the opportunity to create a local alliance with 2-10 HBW for an even greater market footprint and full-service approach.

“2-10 HBW has been in the home warranty business for more than 30 years and strives to offer the highest quality service, the best coverage and a competitive price, so Keller Williams associates can focus on delivering the joy of home ownership to their clients,” said Sue Ellen Burchfield, vice president for Strategic Alliances from 2-10 Home Buyers Warranty.

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About Keller Williams Realty, Inc.:

Founded in 1983, Keller Williams Realty Inc. is the third-largest real estate franchise operation in the United States, with 690 offices and more than 80,000 associates in the United States and Canada. The company, which began franchising in 1990, has an agent-centric culture that emphasizes access to leading-edge education and promotes an economic model that rewards associates as stakeholders and partners. The company also provides specialized agents in luxury homes and commercial real estate properties. For more information, or to search for homes for sale visit Keller Williams Realty online at (www.kw.com).

About 2-10 Home Buyers Warranty®

For more than 30 years, 2-10 Home Buyers Warranty has offered customers and their homeowners the most comprehensive warranty program available. Whether you're building, selling or buying a home, 2-10 Home Buyers Warranty offers a complete line of warranty, service contracts and risk management products. Since 1980, 2-10 Home Buyers Warranty has provided warranties and service contracts for over 2.5 million new and pre-owned homes. For more information about 2-10 Home Buyers Warranty, please call (877) 777-1344 or visit www.2-10.com.