



News Release FOR IMMEDIATE RELEASE

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40,000 Keller Williams Realty Associates Are Live on eEdge, the Real Estate Industry's First Comprehensive Business Platform *Product Grows with New Developments and Market Leader Add-Ons*

AUSTIN, TEXAS (July 25, 2011) – Keller Williams Realty announced today that, less than five months since its launch, more than 40,000 associates have adopted and are utilizing eEdge, the company's complete, online lead-to-close business solution.

eEdge, a 2011 Inman Innovator Award finalist for Most Innovative Real Estate Service, is the real estate industry's first fully-integrated front and backend platform for real estate professionals. The single platform enables agents to:

- Receive lead notifications from 40 Keller Williams and 350+ syndication sources into one agent dashboard, text and email
- Add leads to automated marketing campaigns to increase conversion rates
- Create custom property marketing and sales materials
- Facilitate a secure, transparent and paperless transaction

Since inception, eEdge was designed to provide a one-stop shop where associates manage all their business rather than logging into multiple systems to manage daily tasks. The company, along with eEdge partner Market Leader (NASDAQ: LEDR), have integrated additional products and services seamlessly into the eEdge platform.

"We realize that every associate's business is different," said KW Executive Director of IT Cary Sylvester. "That's why since the very earliest days of planning eEdge, we knew we had to build a platform that could support the addition of the most cutting-edge technology and marketing tools in our industry."

The first of these integrations is Market Leader's Professional Edition, which gives eEdge users additional functionality including: virtual tours, deluxe listing packages and Craigslist postings. At the same time, Market Leader's best-selling RealtyGenerator product is also fully compatible with eEdge, and offers robust team accountability, internet lead generation and conversion solutions to thousands of Keller Williams associates.

Development of the product continues, as the roll-out of the paperless transaction component of eEdge is more than 77 percent complete and on target for company-wide implementation by September 2011.

"The speed at which our associates have adopted and embraced eEdge has exceeded all expectations and is a testament to the outstanding execution by our people and by our partners at Market Leader and DotLoop," said Mark Willis, CEO of Keller Williams Realty.

Cindy Gomez, an associate with Keller Williams Realty in Pearland, Texas said, "eEdge has allowed me to pick up more listings! It allows me to create impressive presentations, get documents to and from clients easily, and I can find all the training videos with the click of a button."

"Keller Williams is an innovative real estate industry leader, and we are proud to be their partner in delivering this groundbreaking software to their 80,000 associates across the United States and Canada. We look forward to the continued expansion of the eEdge platform and in helping both Keller Williams and their associates continue to grow their businesses and exceed their goals," said Ian Morris, CEO of Market Leader.

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About Keller Williams Realty, Inc.:

Keller Williams Realty Inc. is the second-largest real estate franchise operation in the United States, with 700 offices and more than 80,000 associates in the United States and Canada. The company has grown exponentially since the opening of the first Keller Williams Realty office in 1983, and continues to cultivate its agent-centric culture that emphasizes access to leading-edge education and promotes an economic model that rewards associates as stakeholders. 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.