



## **News Release FOR IMMEDIATE RELEASE**

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### **Keller Williams Realty's eEdge Awarded Most Innovative Web Service by Inman News**

AUSTIN, TEXAS (August 2, 2011) – eEdge, Keller Williams Realty's proprietary lead-to-close business solution has been recognized by Inman News as the real estate industry's Most Innovative Web Service of 2011. The award was announced last week during Inman News' annual Inman Connect event in San Francisco, Calif.

"We are thrilled to have received such a prestigious award from Inman News," said Mary Tennant, president and COO of Keller Williams Realty, Inc. "The truth is that the true innovators are our agents. They conceived of this product and continue to drive us to improve it every day. They earned this honor and we want to congratulate them!"

The company partnered with industry-leading technology companies, Market Leader (NASDAQ: LEDR) and DotLoop to provide the components of eEdge. Market Leader provides the lead management, contact management and marketing design solution, while DotLoop provides the seamless platform for completing paperless transactions. Keller Williams Realty provides the central platform that allows for a single point of entry and seamless data flow between each component of product.

"We congratulate Keller Williams and their agents in having the vision and the leadership to create a franchise-wide lead-to-close solution with eEdge," said Ian Morris, CEO, Market Leader. "This represents an important milestone in the real estate industry, and we are honored to be a part of it."

eEdge 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

To date, more than 40,000 KW associates are activated on eEdge and the company anticipates that completely paperless transactions will be available to consumers in every Keller Williams Realty office by September 2011.

"Keller Williams Realty truly understands the needs of their agents and brokers." said Austin Allison, Founder & CEO of DotLoop. "This award is a recognition for their desire to improve the lives of their agents and deliver great client satisfaction. DotLoop set out to eliminate the need for multiple real estate transaction tools by launching one, integrated solution that would change the industry. The partnership between DotLoop and Keller Williams Realty has begun that transformation."

"This is quite an honor for our associates, our company and our partners," said Cary Sylvester, executive director of IT for Keller Williams Realty. "As we all know, no one succeeds alone and this was a true collaboration on every level."

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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](http://www.kw.com)).*