

## Keller Williams Takes More Territory in Asia

**AUSTIN, TEXAS August 28, 2018** — Keller Williams, the world's largest real estate franchise by agent count and the U.S. leader in units and sales volume, has awarded a license for a new master franchise in Cambodia. As of July 31, the brand has 1,330 agents across Asia.

Cambodia marks the eighth Keller Williams master franchise in Asia. The brand's other seven regions include Dubai, UAE; Greater Shanghai, China; Israel; Indonesia; the Philippines; Turkey; and Vietnam.

Regional Operating Principal Kim Heang will lead Keller Williams' growth across Cambodia. He currently serves as the CEO of Khmer Real Estate Co, Ltd., a real estate firm based in Cambodia. Founded in 2007, the company is adopting Keller Williams systems to disrupt the broker-centric model thoroughly embedded in the market.

"Kim Heang is exactly the type of learning-based, growth-oriented leader that we want to be in business with," said William E. Soteroff, president, Keller Williams Worldwide (KWW), the international division of Keller Williams.

"He saw a market opportunity to bring a new model into his country and took action immediately. The KW Cambodia leadership team is also one of the most dynamic and influential that we've seen in international real estate," said Soteroff.

The new master franchise in Cambodia is currently initializing operations and is expecting to launch its first office with a team of 50 agents within the next several months.

"Kim shared his vision with our team and it was an immediate match to our model. Cambodia is seeing a dramatic increase in real estate investment and an entirely new generation of young professionals entering the industry," said Ellen Curtis, COO, KWW. "Together, we saw an opportunity to provide an agent-centric model that lifts up KW Cambodia agents as the local experts in this growing market."

According to the Cambodia-based newspaper The Phnom Penh Post, the real estate market in the country has witnessed rapid progress in the last four to five years; however, the state of professional training and human resource support has lagged for real estate professionals.

"Keller Williams is a company which has a business model that fits the market situation in Cambodia, which has a lot of young people and many untrained or unlicensed real estate agents in business," said Heang. "We are very proud to be a part of the Keller Williams family. We will take real estate to the next level leveraging the brand's value proposition."

Across the globe, KWW is home to more than 6,800 international agents, 170 market centers and 30 plus regions operating outside of the United States and Canada.

Outside of the U.S. and Canada, Keller Williams Worldwide regions include Argentina; Belgium; Belize; Bermuda; Cambodia; Colombia; Costa Rica; Czech Republic; Dubai, UAE; France; Greater Shanghai, China; Greece; Indonesia; Israel; Jamaica; Luxembourg; Mexico; Monaco; Nicaragua; Northern Cyprus; Panama; Philippines; Poland; Portugal; Puerto Rico; Romania; Southern Africa; Southern Cyprus; Spain; Turkey; United Kingdom; and Vietnam.

### **About Keller Williams**

Austin, Texas-based Keller Williams, the world's largest real estate franchise by agent count, has more than 975 offices and 186,000 associates. The franchise is also No. 1 in units and sales volume in the United States.



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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](http://kw.com) and [kwworldwide.com](http://kwworldwide.com).