

Press Release FOR IMMEDIATE RELEASE

CONTACT: Kevin Priestner
512.897.9011
kevin.priestner@kw.com

Kindergarten Teacher Has 50,000 More Reasons to Love Her Real Estate Agent Tampa teacher takes agent's advice and wins Keller Williams "Closer to Home" sweepstakes

TAMPA, FLORIDA (April 21, 2014) — Susan Beran already loved her Keller Williams agent. Susan loves her even more now that she's helped her win \$50,000 to move into the home of her dreams.



Susan and her husband, Ken, were renting a home in Tampa while searching for a home to buy. Their trusted Keller Williams agent, Gail Sardegna of the New Tampa market center, encouraged them to download her new KW mobile app and enter the "Closer to Home" sweepstakes. Susan immediately started using the app ("I love the app," she said. "I'm on it all the time!") and immediately forgot all about the

sweepstakes. Reached at school, where she was teaching her kindergarten students, Susan couldn't believe her good fortune. "I'm freaking out!" she exclaimed.

The Keller Williams Realty Real Estate Search App is available for free through Google Play and the iTunes App Store. Keller Williams agents can send a link to their clients that seamlessly downloads the agent's personally branded app. With the touch of a button, clients can search for nearby homes and connect with their knowledgeable agent.



"Consumers today have access to more data than ever and there are a lot of different apps," Keller Williams President Mary Tennant said. "What consumers need is help interpreting that information. Your local real estate agent is uniquely positioned to make sense of the market and help you find the right home at the right price. Our app is different because it connects consumers so effortlessly with the agent who can guide them every step of the way."

"We are absolutely thrilled that Susan has won," Director of Marketing Annie Switt said. "We launched the sweepstakes because we were so excited to be the first real estate franchise to provide our associates with their own personally branded app and we wanted to give our associates a great reason to share what we believe is the best real estate app with as many consumers as possible. We simply couldn't have picked a more passionate, gracious or deserving recipient than Susan."



Susan's experience with Keller Williams has made a big impression on her – from her agent's expertise to the technology that powers the KW app to the dozens of associates who showed up to celebrate her big day. Susan is confident that her next home will be purchased with the help of a Keller Williams agent. She's also decided to start taking real estate classes and knows the perfect Keller Williams team to join as soon as she's licensed.

About Keller Williams Realty, Inc.:

Keller Williams Realty, Inc. is the largest real estate franchise company in North America, with approximately 700 offices and 98,000 associates in more than a dozen countries around the world. The company has grown exponentially since the opening of the first Keller Williams Realty office in 1983, and continues to cultivate an agent-centric, education-based, technology-driven culture 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). For more information about Keller Williams Worldwide, please visit (www.kwworldwide.com).