



News Release FOR IMMEDIATE RELEASE

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Keller Williams Realty Expands into Turkey

AUSTIN, TX (April 22, 2013) — Keller Williams Realty, Inc., the largest real estate company by agent count in the United States, is continuing its international expansion by launching a new region serving Turkey and the Turkish Republic of Northern Cyprus.

“All of the education and tools that Keller Williams provides will set a new standard for the whole Turkish real estate market,” said Erol Emre, the master franchisee who is leading the new venture. “This is training. This is education. It’s detailed, extensive, and very well structured. It will be a game changer for our market.”

In addition to degrees from Middlesex University and Harvard Business School, Emre brings a strong international business background and cross-cultural skills to the new venture. Prior to joining Keller Williams Realty, he helped found Platin Real Estate, which primarily focused on the Istanbul real estate market, promoting exclusive high-end properties. The team was recognized numerous times as the highest income-generating Century21 office in Turkey.

“We are constantly looking for the right people to foster and spread the Keller Williams Realty mission, vision, and culture around the world,” said Chris Heller, president of Keller Williams Worldwide. “We are excited about the opportunity to work with Emre and his team to serve Turkish sales associates and clients at the highest level.”

In 2010, Keller Williams Realty CEO Mark Willis announced the expansion of Keller Williams Realty beyond North America. Since then, the company has awarded franchise agreements in Vietnam, Indonesia, Southern Africa, Austria, Germany, and Switzerland. The company plans to become the worldwide leader in agent count, transactions, and volume.

“We are so pleased to join Keller Williams,” Emre said. “This company has such a unique culture focused on the agents and the people. It’s a huge difference compared with the traditional models where everything is done to benefit the brand. This really attracted me from the first day because we have wanted to be part of a company like this for a long time.”

About Keller Williams Realty, Inc.:

Keller Williams Realty Inc. is the largest real estate franchise company in the United States, with approximately 700 offices and 80,000 associates 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 KW Worldwide, please visit (www.kwworldwide.org).