



## **News Release**

### **FOR IMMEDIATE RELEASE**

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### **North America's Largest Real Estate Franchise Expands into Mexico**

Keller Williams Realty and Mexican business leaders announce plans to introduce world's fastest growing real estate company to booming Mexico market

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MEXICO CITY, MEXICO (September 16, 2014) — A group of business leaders with extensive experience in real estate sales, operations, technology, training and marketing has announced plans to open Keller Williams Realty offices in Mexico. The new venture is led by Operating Principal Mario Aviles and a team that includes Jorge Carbonell, Teresa Anderson, Barbara Gaxoet and Roberto Obregon.

“We want to take the Mexican real estate industry to the next level,” Aviles said. “Our goal is to make KW Mexico the leading real estate company for new generations around the country. Communication, commitment and integrity are the values that will make KW Mexico the real estate company of choice for brokers, agents and clients.”

With 120 million residents and a rapidly expanding economy, the Mexican real estate sector is poised for explosive growth.

“Mexico is on the cusp of transformative change,” Carbonell said. “We’re investing heavily in our energy, manufacturing and tourism sectors, which is fueling increased demand and creating new opportunities for innovative, consumer-focused real estate professionals.”

The new team has deep roots in the Mexican real estate industry. Aviles is a past president of the Mexican Association of Real Estate Professionals (AMPI) and has worked in commercial and industrial real estate and property management. Carbonell has 15 years’ experience in real estate,

retail, training and direct sales. He has served as an AMPI chapter president and on its national board. Anderson, whose background includes work with the U.S. and Mexico governments in Mexico City, has been a Keller Williams associate since 2000. Gaxoet is the national director of AMPI and has represented the National Association of REALTORS® in Mexico City. She has 25 years' experience as a real estate agent. Obregon has worked in residential real estate in Mexico for the past decade, including ownership in an international franchise office.

“One of our opportunities is the ability to revolutionize the real estate market in Mexico,” Obregon said. “There’s a lot of potential on the development side.”

Keller Williams, which is the largest real estate franchise by agent count in North America with more than 100,000 associates, announced the expansion plans during its mid-year convention in Austin. The Texas-based company started expanding beyond North America in 2012, and has awarded regions covering dozens of countries, including Dubai, Indonesia, South Africa, Turkey, the UK and Vietnam. After a series of record-setting years for growth, productivity and profitability, the company is on a path to become the world’s largest real estate franchise by agent count, transactions and volume.

“We are constantly looking for the right business leaders to share the Keller Williams mission, vision and culture around the world,” said Chris Heller, president of Keller Williams Worldwide. “We are excited by the opportunity to work with Mario and his talented team to help real estate professionals in Mexico grow their business and serve clients at the very highest level.”

KW Mexico will emphasize opportunities for real estate professionals to grow and develop their business skills through leading-edge systems and models, education and technology. In 2014, Keller Williams was named the top real estate training organization in the world by *Training* magazine.

“Keller Williams brings to Mexico great opportunities for wealth building and professionalism,” Gaxoet said. “It’s a perfect fit for our family-based networking culture.”

“When we looked at other companies, no one talked about culture,” Anderson said. “A company without culture is just another empty place to hang your license. We wanted more than that. We want the best of the best for ourselves and our clients. The opportunity to be a part of a team

committed to this mission is very exciting. I look forward to the day when I can walk into any community and see red signs everywhere!”

“Keller Williams will begin a red wave for a new generation of real estate professionals,” Carbonell said.

To explore opportunities to join the KW Mexico team, visit [kwworldwide.com/kw-mexico](http://kwworldwide.com/kw-mexico).

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#### **About Keller Williams Realty, Inc.:**

Keller Williams Realty, Inc. is the largest real estate franchise company in North America, with approximately 700 offices and 107,000 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](http://www.kw.com)). For more information about Keller Williams Worldwide, please visit ([www.kwworldwide.com](http://www.kwworldwide.com)).