



Press Statement FOR IMMEDIATE RELEASE

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

Keller Williams Launches \$50,000 “Closer to Home” Sweepstakes

Consumers who download free real estate search app are eligible for chance to win

AUSTIN, TEXAS (January 23, 2014) — America’s biggest real estate franchise is offering U.S. consumers the opportunity to win a big check with no strings attached. To help Keller Williams agents share their personally branded mobile apps with potential home buyers and home sellers, the company has launched a sweepstakes contest that will reward one lucky user with \$50,000 they can use toward a down payment or home improvement.

“We’re excited to be the first real estate franchise to provide our agents with their own individually branded app and we want to share that excitement with as many consumers as possible,” said Keller Williams President Mary Tennant. “A knowledgeable Keller Williams agent in your neighborhood is standing by ready to help you move into the home of your dreams.”

The Keller Williams Realty Real Estate Search App works on both Android and Apple smartphones and tablets and is available for free through Google Play and the iTunes App Store. Consumers who download the app can easily enter the Closer to Home Sweepstakes by clicking “Enter to win \$50,000!”

“The Keller Williams mobile app offers the most accurate, up-to-date information on literally millions of properties,” said Cary Sylvester, vice president of technology innovation and communication for Keller Williams. “It’s a powerful, easy-to-use tool for both agents and consumers.”

In addition to the \$50,000 sweepstakes for consumers, Keller Williams is offering \$20,000 to the agent whose app is downloaded the most times. The company is planning a similar sweepstakes for Canadian consumers and agents.

“This is a great opportunity to generate excitement among our associates and share this incredible search app with the millions of people who are thinking about buying or selling a home or simply want to know more about home prices and activity in their neighborhood,” Tennant said. “Our goal is to connect consumers directly with the local Keller Williams agent who wants to help them. It’s a great time to buy or sell a home and we can’t wait to write the check to our sweepstakes winner!”

The Closer to Home Sweepstakes ends on March 31, 2014. For more information, visit [Google Play](#) or the [iTunes App Store](#).

About Keller Williams Realty, Inc.:

Keller Williams Realty, Inc. is the largest real estate franchise company in North America, with approximately 700 offices and 95,000 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).