



## **News Release**

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### **Keller Williams Realty Expands into Spain**

World's largest real estate franchise by agent count expands presence in Europe

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MARBELLA, SPAIN (9 February 2015) — Keller Williams, the world's largest real estate franchise by agent count, announced that it has awarded a region serving Spain to a group of business leaders led by Leonardo Cromstedt. Cromstedt and his Málaga-based team of 10 agents have transitioned to Keller Williams, forming one of the strongest Keller Williams market centers in Europe.

“What attracted us to Keller Williams is the company’s culture,” Cromstedt said. “We are honored to promote and represent Keller Williams in Spain because the company’s values perfectly match our personal values. The Keller Williams models and systems are designed to help agents develop their careers with the most advanced real estate training, coaching at the highest level and leading-edge technology – all of which are orchestrated to achieve maximum productivity. Keller Williams offices are true centers of training and coaching to serve agents who want to be the best in their local market.”

Cromstedt brings to the new venture more than 27 years of experience as a real estate agent, broker and owner. With a background in marketing and management, he has built Eralia into one of the most recognized real estate businesses in the Costa del Sol.

Cromstedt's team includes Alicia Cromstedt, a lawyer with advanced degrees in urban planning and taxation, who will serve as regional director. Alfonso Lacruz will be the regional operations manager. Lacruz is an engineer with advanced degrees from MIT and more than 15 years of experience in real estate.

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

Cromstedt is passionate about training and education. He has earned numerous real estate certifications and specializations, presented at dozens of international conferences and studied with some of the top coaches in business. He intends to make training a focus of KW Spain.

"The Keller Williams models and training systems are designed to teach agents to do their job right, offering customers what they need whether they are buying or selling a property," Cromstedt said. "Professional service and local expertise are what customers expect from their agents. Keller Williams has developed its business models and systems to teach agents what to do, how to do it, when to do it and – most important – why to do it. Keller Williams market centers in Spain will be the place agents want to be."

Keller Williams, which is home to more than 112,000 associates around the world, announced the plans during its Family Reunion convention in Florida. The U.S.-based company started expanding beyond North America in 2012, and has awarded regions covering dozens of countries, including Costa Rica, Dubai, Indonesia, Mexico, Portugal, South Africa, Turkey, the UK and Vietnam. The company is growing rapidly. In 2013, the number of associates outside of North America more than doubled and the number of market centers or offices more than tripled. After a series of record-setting years for agent growth, productivity and profitability, the company is on its way to becoming the worldwide leader in closed transactions and sales volume.

“Keller Williams is committed to helping agents succeed in their local markets,” Keller Williams President John Davis said. “It’s what agents do in their local markets that builds their businesses and makes them the real estate expert of choice. And that means more opportunities for agents and, more importantly, more opportunities for their families. We’re excited to welcome KW Spain to our growing international family.”

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

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

Keller Williams Realty, Inc. is the largest real estate franchise by agent count in the world, with 700 offices and 112,000 associates in more than a dozen countries around the world. In 2014, Keller Williams was named the No. 1 training organization in real estate and No. 2 training organization across all industries in the world by *Training Magazine*’s annual “Training 125” list. 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 KWWorldwide, please visit [kwworldwide.com](http://kwworldwide.com).