



## **News Release FOR IMMEDIATE RELEASE**

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### **Keller Williams Realty Announces Numbers for 2010, Continued Growth During Real Estate Downturn**

#### ***Company Launches eEdge Industry's First Lead-To-Close Business Solution Today***

AUSTIN, TEXAS (February 21, 2011)—Keller Williams Realty reported today at its national convention that it ended 2010 with 79,315 associates, 701 market centers (offices), and associate profit share up 7.2 percent, with its agents receiving \$34.6 million dollars back. Since the inception of the profit sharing program, the company has given back over \$304 million in earnings to its agents. Additionally, CEO Mark Willis shared in his annual State of the Company address to more than 8,000 convention attendees that, since the real estate market's sharp downturn in 2005, the company has grown 30 percent in agents, 40 percent in market centers, 21 percent in closed units and 11 percent in closed GCI.

"Keller Williams agents have outpaced the market in every way, through productivity and profit share. As a company, we are better off now than we were before the shift—and we have our associates to thank for that," said Willis.

The growth of the company can be attributed to the growth of its agents. Agent productivity continued to rise with units closed up 6 percent from December 2009 to 2010, while comparably, the NAR membership as a whole went down in closed units 4.8 percent. Overall the company's associates saw productivity year on year percentage increases across the board in listings taken (up 13 percent), contracts closed volume (up 9 percent) and contracts closed units (6 percent).

“These numbers are the most important to us because they are proof that our agents are succeeding, making more money and growing their businesses. They are truly breaking through,” Willis added.

Willis also did the honors of “turning on” the industry’s first complete lead-to-close business solution, eEdge, during his address. This unique tool is now available to every Keller Williams associate at a fraction of the cost they would normally pay with functionality to build their leads, database and sales. Additionally, with the company-wide paperless transaction system, consumers can expect a faster, more seamless closing process.

“We want to thank our associates and their unwavering commitment to the growth of their businesses and leading the way in the industry in technology,” said Mary Tennant, president and COO of Keller Williams Realty. “Keller Williams Realty wouldn’t be forging ahead with such an important product like eEdge without the support of our agents and their vote!”

In addition to reporting positive growth and technological advancement, the company received many accolades in 2010 including:

- *Entrepreneur* magazine, No. 1 ranked real estate franchise on the 31<sup>st</sup> Annual Franchise 500 list
- J.D. Power and Associates, highest in overall satisfaction ratings from home buyers among the largest full-service real estate firms for the third year in a row
- *Inman News*, Co-Founder and Chairman of the Board Gary Keller named one of the 100 Most Influential Leaders in Real Estate
- *Training Magazine*, highest ranking real estate franchise on the annual Training Top 125, #47 Overall

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

*Founded in 1983, Keller Williams Realty Inc. is the third-largest real estate franchise operation in the United States, with 690 offices and almost 80,000 associates in the United States and Canada. The company, which began franchising in 1990, has an agent-centric culture that emphasizes access to leading-edge education and promotes an economic model that rewards associates as stakeholders and partners. 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)).*