



## **News Release FOR IMMEDIATE RELEASE**

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### **Keller Williams Realty Welcomes One of Manhattan's Top Teams *Ilan Bracha to lead Keller Williams Manhattan in New York City***

AUSTIN, TEXAS (January 4, 2011) — Keller Williams® Realty Inc. announced today that Ilan Bracha of the Bracha Group, former managing director and top ranked Prudential Douglas Elliman team, is now at the helm of the new Keller Williams Manhattan office. The top producing Bracha Group, winner of three of the company's highest honors including *#1 Group in Prudential Douglas Elliman* for the past five years, projects to close over 200 transactions in 2010, with \$200 million in sales volume. Bracha Group is also ranked #2 in the entire Prudential Real Estate Network nationwide. Also joining Keller Williams will be 18 members of Bracha's team.

"Keller Williams Realty has weathered many changes by focusing on mindset and perseverance, which is exactly how I have driven my business to success in these times," said Bracha. "I just clicked with the team at Keller Williams Realty-I knew it was the right move for us. The company believes as we do, that you put people before business. We envision our office growing stronger and larger with the support system they provide."

In 2009, Bracha and his team were impacted by the industry downturn. It was then that they decided to go "back to the basics" by hitting the streets and working from 5 a.m. until 11 p.m. With this approach, his office went from number 69 back to number one in the Prudential Douglas Elliman system in six months, closing out the year in the top spot.

Bracha added, "In that time and in this market, I really fell in love with the business all over again. I am excited to join a company that has also seen the opportunity for growth and is seizing it."

“We are thrilled to have Ilan and his team join the Keller Williams family, and we cannot express enough what an honor it is to have a business leader of this magnitude join us,” said Mark Willis, CEO of Keller Williams Realty. “We knew right off the bat we were going into business with a group that was incredibly passionate about the growth of their careers and the industry. We couldn’t ask for more.”

Bracha Group brings an experienced presence in the New York City market that KW agents all over the nation can utilize and benefit from through referral relationships.

Born in Tel Aviv, Israel, Bracha served as commander in the Israeli Army before traveling the world and moving to N.Y. in 1996. He worked at a boutique brokerage then quickly set off on his own, founding the Bracha Group. His focus is on residential and commercial real estate, with a specialty in luxury properties and new developments.

In the past year, Keller Williams Realty has continued to grow despite the well-publicized turmoil in the real estate industry. Recently, the company received the highest overall satisfaction ratings from homebuyers among the largest full-service real estate firms from J.D. Power and Associates for the third year in a row. Additionally, the company was ranked as the No. 1 real estate franchise on the 31<sup>st</sup> Annual Franchise 500 list by *Entrepreneur* magazine.

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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 680 offices and more than 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)).*