



## **News Release FOR IMMEDIATE RELEASE**

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### **Keller Williams Realty Climbs to Second-Largest Real Estate Franchise in United States**

*Goals set for worldwide expansion to add 75,000 international associates*

AUSTIN, TEXAS (March 8, 2011)—Keller Williams® Realty Inc., announced today that it is now the second-largest real estate franchise in the United States based on the total number of sales professionals, surpassing Century 21, according to research conducted by REAL Trends, a leading source of analysis and information in the residential real estate industry. The company claimed the number two spot with 77,672 U.S.-based associates at the end of 2010, just two years after claiming the number three spot from RE/MAX® International.

“Once again, this milestone achievement is a direct result of the dedication of our associates and the stability and profitability of the Keller Williams business models,” said Mark Willis, CEO of Keller Williams Realty, Inc. “It’s incredible to see the momentum that our associates and our offices have right now.”

This news comes one week after the announcement of positive growth by the company at their annual convention in Anaheim. Including its presence in Canada, Keller Williams closed the year with 79,315 associates and 701 market centers (offices). At the convention, Willis also shared that Keller Williams associate profit share was up 7.2 percent, with its agents receiving \$34.6 million dollars back in 2010. Despite industry contraction, Keller Williams associates across North America also showed significant percentage gains in listings taken (+13%), contracts closed volume (+9%) and contracts closed units (+6%).

The company also formed Keller Williams Worldwide with Chris Heller as president, citing plans for global expansion, with plans to grow the division by an additional 75,000 associates in 10 years.

“Our goals are to expand the Keller Williams Realty model – with the focus on training and our sound business models,” said Chris Heller, president of KW Worldwide. “And, when looking for the right country and business partners in planning for expansion, we will not sacrifice the perfect fit with our mission, vision and the KW culture, those are absolutely necessary.”

Despite the sharp downturn in the real estate market, since 2005 Keller Williams Realty has grown 30 percent in agents, 40 percent in market centers, 21 percent in closed units and 11 percent in closed GCI.

Keller Williams Realty 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

“It is such an honor to be a part of a company with such dedicated and driven people,” said Mary Tennant, president and COO of Keller Williams Realty. “Our associates are setting the pace in the industry. It is truly an exciting time to be in real estate and to be a part of the Keller Williams family.”

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

*Founded in 1983, Keller Williams Realty Inc. is the second-largest real estate franchise operation in the United States, with 701 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)) Information about Keller Williams Realty's international expansion can be found at ([www.kwworldwide.com](http://www.kwworldwide.com)).*