



News Release FOR IMMEDIATE RELEASE

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Top-Ranking Idaho Agents Join Keller Williams Realty *Top Teams Unite to Form Keller Williams Realty East Idaho*

AUSTIN, Texas (October 3, 2011)—Keller Williams® Realty Inc. announced today that top-ranked RE/MAX Homestead Realty of Idaho Falls is merging with Keller Williams Winstar, launching the Keller Williams Realty East Idaho market center. Open since 1983, RE/MAX Homestead Realty was one of the top RE/MAX offices in the Pacific Northwest region and was named the RE/MAX 2010 Office of the Year for the Pacific Northwest.

“We are thrilled to be a part of a merger that is bringing together two of Idaho Fall’s biggest and brightest real estate players,” said Jim Windmiller, operating principal and co-owner at Keller Williams Realty East Idaho. “We see great things in our future. This new office will kick-off with nearly 60% market share, so needless to say we are ready to hit the ground running for our clients!”

Mike Hicks, co-owner of Keller Williams Realty East Idaho, formerly with Homestead Realty, added, “Keller Williams offers its associates unparalleled training, coaching and technology at the agent level. Because we want our agents to be aggressive in growing their business providing one-of-a-kind market-leading tools is of the utmost importance to us, so it was a clear business decision.”

The new Keller Williams agents will have access to award-winning coaching and training through MAPS Coaching and Keller Williams University, as well as the company’s proprietary lead-to-close business solution, eEdge, which was recently named the Most Innovative Web Service of the Year by Inman News. It includes tools for lead management, contact management, development of custom marketing materials and a transaction manager. By focusing on training and technology for its associates, Keller Williams Realty has continued to

grow despite the well-publicized turmoil in the real estate industry, and this year became the 2nd largest real estate company in the U.S., surpassing Century 21.

“The Keller Williams business models include sharing knowledge and a focus on team building—these are essential to growing in this market,” said Greg Vinnola, broker of the Keller Williams Realty East Idaho market center. “By following those business models, agents can find success at their current business levels or grow to the next level whether they have been in the business two years or 20 years.”

Keller Williams Realty East Idaho will also introduce KW Commercial, the commercial real estate division of the company, to the market.

“Our goal was to find a strong commercial real estate group with the latest technology tools, great customer care and vast networking options. In my research, KW Commercial offered the most user-friendly, progressive and diverse capabilities that I have been able to find available anywhere else,” said Dennis Stevens, former owner of Realty of the Rockies, Inc., and the newly appointed managing director of KW Commercial for Keller Williams Realty East Idaho.

“This is an exciting week for us—we are incredibly honored to welcome these new associates to the Keller Williams family! This merger represents two giants, who are a strong cultural fit, coming together to reach new heights,” said Keller Williams Realty CEO Mark Willis. “We can’t wait to see how high Keller Williams East Idaho can go!”

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About Keller Williams Realty, Inc.:

Keller Williams Realty Inc. is the second-largest real estate franchise operation in the United States, with 700 offices and more than 80,000 associates in the United States and Canada. The company has grown exponentially since the opening of the first Keller Williams Realty office in 1983, and continues to cultivate its agent-centric culture that emphasizes access to leading-edge education and promotes an economic model 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).