



**APPROVED VENDOR PROGRAM  
VENDOR APPLICATION**

Thank you for your interest in participating in the 2010 Approved Vendor Program. Please review the application carefully, and submit all the required information. Incomplete applications will **not** be considered. For questions about this application, please contact Tom Freireich, Vendor Relations Manager, by **email** at [tomf@kw.com](mailto:tomf@kw.com).

**2009/2010 PROGRAM HIGHLIGHTS AND OPPORTUNITIES**

*(This program is subject to modification from time to time at the sole discretion of Keller Williams Realty, Inc.)*

The Approved Vendor program includes a minimum sponsorship commitment of \$6,500 per year which includes:

1. Annual Program Fee of \$1,000.
2. One 10x10 booth at the 2010 Keller Williams Realty National convention (“Family Reunion”). The value of one 10x10 booth is \$2,750.
3. Participation in additional advertising, event or sponsorship opportunities within the duration of the 2009/2010 contract at the vendor’s choice with a maximum value of \$2,750. Any additional cost for advertising, event or sponsorship choice beyond a \$2,750 value will be paid separately.

In addition, the 2009/2010 Keller Williams Approved Vendor Program also includes the following opportunities:

- The franchise location list, along with contact names, updated on a periodic basis.
- Your company information included in the Keller Williams Approved Vendors database of the Keller Williams Realty intranet site, searchable alphabetically and by product category.
- Authorized use of certain Keller Williams Realty logos and trademarks (materials subject to prior written approval by Keller Williams Realty, Inc.).
- A Vendor Relations Manager assigned to your company to help answer any questions you might have throughout the year.
- A one-year contract for vendors in good standing, with (non-guaranteed) opportunity to renew at the end of the first year.
- The opportunity to participate in other optional advertising, events or sponsorships as available throughout the year.



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**VENDOR REQUIREMENTS**

All Vendors are required to meet the following criteria to be accepted into the Approved Vendor Program (note: meeting the following criteria is necessary but not guaranteed for acceptance into the Approved Vendor Program):

1. Have a **minimum** three-year track record with the service or product
2. Satisfactory credit and business references
3. Provide **one** of the following:
  - b. Preferred pricing for Keller Williams Associates; OR
  - c. A discount (either as a percentage or dollar amount) to Keller Williams Associates;  
OR
  - d. Additional features at no extra charge to Keller Williams Associates.
4. A web site promoting the service or product, with a Keller Williams branded jump page or promotion page (web site subject to prior approval by Keller Williams Realty, Inc.);
5. Be capable of supplying products/services, on a national level, to a pool of a minimum of 75,000 Keller Williams agents
6. Have the staff to satisfactorily support the service or product offered
7. Be able to inventory product(s) (if applicable), or offer special rush order options
8. Pay a minimum sponsorship fee of \$6,500 in connection with the Program, which includes:
  - a. \$1,000 Annual Program Fee
  - b. One 10x10 booth at the 2010 Keller Williams Realty National convention (“Family Reunion”). The value of one 10x10 booth is \$2,750.
  - c. Participation in additional advertising, event or sponsorship opportunities within the duration of the 2009/2010 contract at the vendor’s choice with a maximum value of \$2,750. Any additional cost for advertising, event or sponsorship choice beyond a \$2,750 value will be paid separately.

Keller Williams Realty, Inc. estimates, but does not guarantee, that it will have 700 franchises and 75,000 agents at the beginning of 2009/2010.



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**APPLICATION REQUIREMENTS**

Vendors applying for acceptance to the Keller Williams Approved Vendor Program for 2009/2010 must submit the following:

- a) Your completed application
- b) \$1,000 Program Fee – (if your application is not approved for any reason \$500 will not be refunded)
- c) Samples of products or a detailed description of services you will provide, specifically outlining any changes and/or additions the products and/or services you provided in the past
- d) Samples of current marketing material
- e) Reference letter from your banking institution, on bank letterhead
- f) Reference letters from at least 3 of your company's current suppliers, to show your creditworthiness
- g) Reference letters from at least 5 current customers, preferably Keller Williams Associates, Team Leaders, Operating Principals or Regional Directors
- h) Complete list of current Keller Williams customers with their contact information

**PAYMENT SCHEDULE**

\$1,000	Program/Application Fee due when application is submitted
\$5,500	Due upon Approved Vendor Contract execution

Applications due      April 22nd, 2010

**NO GUARANTEE**

KWRI Market Centers and Associates are independently owned and operated real estate offices and independent contractors. The KW Approved Vendor program provides Approved Vendors with the opportunity to market to KWRI Associates through opportunities not available to non-approved vendors. However, despite your acceptance into or participation in the Approved Vendor Program, KWRI does not and cannot guarantee any sales of Vendor's goods and/or services to KWRI Associates.



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**COMPANY INFORMATION, Part I**  
**Please type or print legibly**

(Check Applicable)  Corporation  Partnership  Proprietorship

_____ Company Name	_____ Website
_____ Address	_____ City/State/Zip
_____ Main Phone	_____ Fax
_____ Primary Contact Name	_____ Contact Title
_____ Contact Phone/Extension	_____ Contact Email
_____ Contact #2 Name	_____ Contact Title
_____ Contact Phone/Extension	_____ Contact Email
_____ Primary #3 Name	_____ Contact Title
_____ Contact Phone/Extension	_____ Contact Email

(List as many contacts that you wish for us to have on this page)



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**COMPANY INFORMATION, Part II  
Please type or print legibly**

- 1. Please give a brief history and mission of your company, including date opened.**
- 2. Please describe your services/products offered.**
- 3. Please describe what makes your company and your product/service distinctive from other vendors in your industry.**
- 4. Please describe why your company would like to become a Keller Williams Approved Vendor.**
- 5. A requirement for all Approved Vendors is to offer (a) preferred pricing or (b) discount or (c) special additional features at no extra cost. Please describe what you can offer to Keller Williams Associates.**
- 6. List and describe two of your top-selling products/services and why you believe they are your best sellers.**
- 7. Describe your sales and marketing process. For example, do you have sales teams in different areas of the country, or do you rely on direct mail and other avenues?**
- 8. A Keller Williams Associate calls and has a complaint with your product/ service. Describe the process and resources you have to handle this.**
- 9. Are you currently an Approved Vendor with any other real estate franchise?**
- 10. How did you hear about the Keller Williams Approved Vendor Program?**
- 11. Were you referred to our program by a specific Keller Williams Associate?  
If yes, who?**
- 12. Are you affiliated with or owned by (either wholly or in part) any Keller Williams Associate, Team Leader, Operating Principal or other employee of Keller Williams?  
If yes, who and describe this relationship.**
- 13. Are any principals and/or officers of your company licensed with, or owners of any interest in a real estate brokerage company in competition with Keller Williams Realty?  
Is your company owned by (either wholly or in part) a real estate brokerage and/or real estate franchisor in competition with Keller Williams Realty?**



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Industry Description: (check all that apply)

- |  |   |
|--|---|
| <input type="checkbox"/> Apparel & Promotional Items               | <input type="checkbox"/> Marketing Plan & Customer Database Solutions |
| <input type="checkbox"/> Calendars & Magnets                       | <input type="checkbox"/> Mobile Marketing, IDX and Virtual Tour Svcs  |
| <input type="checkbox"/> Direct Mail Marketing                     | <input type="checkbox"/> Mortgage Services                            |
| <input type="checkbox"/> Education, Coaching & Memberships         | <input type="checkbox"/> Moving Products and Services                 |
| <input type="checkbox"/> Financial Services and Commission Advance | <input type="checkbox"/> Name Badges and Awards                       |
| <input type="checkbox"/> Health Providers                          | <input type="checkbox"/> Office Products, Services and Tools          |
| <input type="checkbox"/> Home Warranty and Insurance (E&O)         | <input type="checkbox"/> Printed Materials and Print Advertising      |
| <input type="checkbox"/> Home Inspection                           | <input type="checkbox"/> Recruiting Tools                             |
| <input type="checkbox"/> Internet, Email and Website Services      | <input type="checkbox"/> Signage                                      |
| <input type="checkbox"/> IT Solution Providers                     | <input type="checkbox"/> Specialty Gift Items and Home Services       |
| <input type="checkbox"/> Listing Services and Tools                | <input type="checkbox"/> Telecommunication Services and Accessories   |
|  | <input type="checkbox"/> Title, Escrow and Transaction Mgmt Services  |



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**REFERENCE REQUIREMENTS**

**Please attach to this page the following reference requirements:**

- a. Reference letter from your banking institution, on bank letterhead
  
- b. Reference letters from at least 3 of your company's current suppliers, to show your creditworthiness. Please be sure to include a contact name and phone number within the letters.
  
- c. Reference letters from at least 5 current customers, preferably Keller Williams Associates, Team Leaders, Operating Principals or Regional Directors. Please be sure to include a contact name and phone number within the letters.
  
- d. Complete list of current Keller Williams customers with their contact information

**By providing this information, you give Keller Williams Realty, Inc. the authority to run a credit check and contact the references attached.**



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For any questions about the application, please email Tom Freireich at tomf@kw.com.

Deadline for Application is **April 22nd, 2010.**

Please submit by mail completed application, \$1000 program fee, and all other requested materials to:

Tom Freireich  
Keller Williams Realty, Inc.  
807 Las Cimas Parkway, Suite 200 Austin, TX 78746  
[tomf@kw.com](mailto:tomf@kw.com)

**PAYMENT INFORMATION:**

Payment type:  Visa  MasterCard  American Express  Check No. \_\_\_\_\_

Credit Card Number: \_\_\_\_\_ Expiration date: \_\_\_\_\_

Cardholder Name: \_\_\_\_\_

Cardholder Signature: \_\_\_\_\_

**APPLICATION CHECKLIST**

- |  |   |  |
|--|---|--|
| <input type="checkbox"/> Include credit card information, a check or money order made payable to Keller Williams Realty, Inc. for the \$1000 program fee | <input type="checkbox"/> Completed application, including all required reference letters and list of current KW customers | <input type="checkbox"/> Include sample products or a detailed description of services and current copies of marketing materials |
|--|---|--|

The above information is true and accurately represents this Company. I authorize Keller Williams Realty, Inc. to contact the references contained herein and obtain information on my Company.

I also understand and acknowledge that KWRI Associates are independently owned and operated real estate offices and independent contractors and that KWRI does not guarantee any level of sales of goods and/or services to KWRI Associates.

\_\_\_\_\_  
Company Representative Signature  
Printed Name: \_\_\_\_\_

\_\_\_\_\_  
Date