



**News Release
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**Keller Williams Realty to Launch eEdge, the Real Estate Industry's
First Comprehensive Agent Business Platform**
*Seamless Solution Available to Network
of More Than 80,000 Associates in February*

AUSTIN, TEXAS (January 10, 2011) – Keller Williams Realty announced today that it will launch the real estate industry's *first* complete lead-to-close business solution for every agent in the company, eEdge. The first phase of eEdge, voted on and ratified by the company's Associate Leadership Councils, will officially launch at the company's annual convention in February 2011.

While many agents spend their day logging into several different systems to manage their business, eEdge will be the first fully-integrated front and back-end platform for real estate professionals. This single platform will enable agents to:

- Funnel and maintain all their contacts, leads and clients into one database
- Create, print and send custom marketing and sales material
- Manage their Web site and their listings
- Facilitate and complete their transactions paperlessly, with an online portal for clients and co-op agents

"Keller Williams is determined to stay ahead of the curve to provide the most services and support in the industry to our entire network – especially in today's real estate climate," said Mark Willis, CEO of Keller Williams Realty. "This is just the latest

demonstration of our commitment to helping our agents accelerate their leadership internationally as well as in their local markets.”

The company has partnered with industry leaders, Market Leader and DotLoop to provide components of eEdge. Market Leader will provide the lead management, contact management and marketing design solution, while DotLoop will provide the seamless platform for sending, signing and managing documents online. Keller Williams Realty will be providing the central platform that allows for a single point of entry and seamless information sharing between each component of product.

“The launch of the eEdge platform represents a major milestone in the real estate industry and we at Market Leader are proud of our role in helping create this innovative platform for every Keller Williams associate,” said Ian Morris, CEO of Market Leader.

”The current process of taking a client through the lifecycle of a transaction is inefficient and cumbersome. The platform we are partnering with Keller Williams to provide to its associates will accelerate this process and improve the overall experience of buying and selling a home,” said Austin Allison, co-founder and CEO of DotLoop. “Essentially, we have aligned the business needs of agents and the expectations of their clients by providing a win-win for all parties involved, including the agent on the other side of the transaction.”

The eEdge product was originally masterminded by the company’s Agent Technology Council, or ATC, a leadership committee made up of top-producing, technology-minded associates. In order to ensure that eEdge was the right product at the right time, the company then conducted a North American-wide company vote among its Associate Leadership Councils, a decision-making body of agents that exists in every office and guides the strategic direction of the company and its initiatives.

“eEdge will do everything except make calls for you,” said Mary Tennant, president and COO of Keller Williams Realty. “It’s designed to help our agents’ businesses run more smoothly so that they can do what they do best – provide the highest level of service to their buyers and sellers.”

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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 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).