



KELLER WILLIAMS
BEVERLY HILLS

New Energy & Possibility

Keller Williams Realty Beverly Hills is a market center in touch with the needs of the savvy Westside market. Here we have:

- *A collection of the city's finest real estate professionals empowered and motivated to work in the best interests of the Los Angeles market – and each other*
- *Affiliated mortgage, escrow and marketing services in house to support our clients, you get the best attention and support.*
- *The philosophies and core values at the heart of the KW national brand:*
 - *client-centric innovation*
 - *entrepreneurialism*
 - *empowerment*
 - *individuality*
 - *re-invention*
 - *inspired approach to an highly volatile industry*
 - *compelling business model that is in the best interests of the market, the agents – and ultimately, best interests of our clients*



THE SKY IS THE LIMIT.

A Paradigm Shift

Today's real estate industry is leaving behind outdated broker-focused business strategies.

- **Keller Williams** emphasizes associate leadership and importance of individual real estate businesses.
- **Keller Williams** believes in remaining flexible and innovative in the face of an evolving market and an increasingly internet-empowered clientele.
- **Keller Williams** represents a vehicle for profit, stability and success to REALTORS.
- **Keller Williams** provides a unique culture of teamwork and cooperation.
- **Keller Williams** provides training and consulting opportunities to grow your business.

THE SKY IS THE LIMIT.

Our Team Leader



- Keller Williams International Rookie of the Year
- Former Top Producing Agent
- In the top 10% of all Team Leaders Internationally
- Certified Millionaire Real Estate Agent Coach and Consultant
- Grew Keller Williams Westside office to 200 agents in 3 years
- Joined Keller Williams Realty Beverly Hills in January 2008

ROB AIGNER TEAM LEADER

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The Fundamental Difference

Most Real Estate companies operate under the belief that their associates are great because they work for a **great company**.

Keller Williams is a great company because it has **great associates**. Keller Williams Realty believes that as we assist in building the careers of our associates, they will in turn, participate in the building of a great company. This is one of the fundamental differences between **Keller Williams Realty** and most Real Estate companies.

At Keller Williams, the relationship between the associates and the leadership is one of the primary assets of the company.

THE SKY IS THE LIMIT.

The Evolution of the Economic Model

DEPENDENT

- Associate is dependant on the company; associates are replaceable
- Traditional Real Estate Companies
- Broker Focused
- Control the Assets
- Broker Brand Strategies
- Associates overpay management for what they get
- Low Risk/Low Take

INDEPENDENT

- Associates are independent; Associates have landlord/tenant relationship with their company.
- 100% Real Estate Companies
- Associate Focused
- Give your rebellious Associates their freedom
- Associates Brand Strategies
- Associates do not pay for things that they do not use
- High Risk/High Take

INTERDEPENDENT

- Associates have an interdependent relationship with their company; associates are business partners; when associates are developed to the highest level, the company develops to the highest level.
- Associate & Broker Focused
- Empower the Associates
- Associate/Company Brand Strategies
- Associates pay a reasonable fee for what they get
- Low Risk/ High Take

KELLER WILLIAMS®

THE SKY IS THE LIMIT.

Mission

To build careers worth having, businesses worth owning and lives worth living.

Vision

To be the real estate company of choice for a new generation of sales associates and real estate owners.

Belief

Real Estate is a local service business driven by individual Real Estate associates and their local image with their centers of influence.

Values

Faith - Family - Business

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Learning Based Company



As you would expect from the industry's finest real estate company, education and training are tailor-made for our affiliate Brokers and Associates. **Keller Williams®** Associates receive the very best in real estate education through ongoing training from **Keller Williams® University**. **Keller Williams® University** was developed around a “learning-based belief” system.

A learning belief system is based on the theory that an individual is learning based when they use effective learning as the foundation for developing in their life. This is not knowledge simply for knowledge sake but “**knowing for doing and being sake.**”

At **Keller Williams®** our education programs provide our associate/partners a learning-based environment. Our associate/partners are encouraged to develop **a learning plan that incorporates the steps to self-mastery.**

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KW Core Values

Win / Win	or no deal
Integrity	do the right thing
Customers	always come first
Commitment	in all things
Communication	seek first to understand
Creativity	ideas before results
Teamwork	together everyone achieves more
Trust	starts with honesty
Success	results through people

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Jeff Yarbrough



Kennon Earl



Phil Drewry



Keith Cox



Steven Aaron



Tom Davila



John Barrentine



Kevin Stricklin

The Agent Leadership Council (ALC) is the “Board of Directors” for each market center and is an optional opportunity for the Top 20% GCI Agents. The ALC meets every month to discuss policies, procedures, financials, and new ideas. These meetings are open to anyone in the office who is interested in attending – check the monthly training calendar for dates and times.



Brett Karns



Kim Knowles



Eric Lavey



Tova Sarir



Jason Walker



Henry Dodge



John Harper

An Open-Book Company

At Keller Williams® our books are open to our associates. On a monthly basis the Market Center financials are reviewed by our Associate Leadership Council.

THERE ARE NO SECRETS FROM OUR ASSOCIATES

Since we are all business partners and we profit share together, everyone has the right to see the profit and loss statements for the Market Center every month.

BUDGET ACCOUNTABILITY

The **Associate Leadership Council** takes action and participates in holding ownership and management accountable for staying within the expense budget.

BUSINESS ACCOUNTABILITY

By allowing our associate/partners to study and understand the importance of financial statements, they can implement these same business systems and disciplines into their real estate business and personal lives.

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Keller Williams® Profit Sharing

Profit Sharing is a means for distributing the wealth and rewarding associates for growing the company. In 2007, **Keller Williams Beverly Hills** profit shared over \$209,000. **What would you do with that money?**

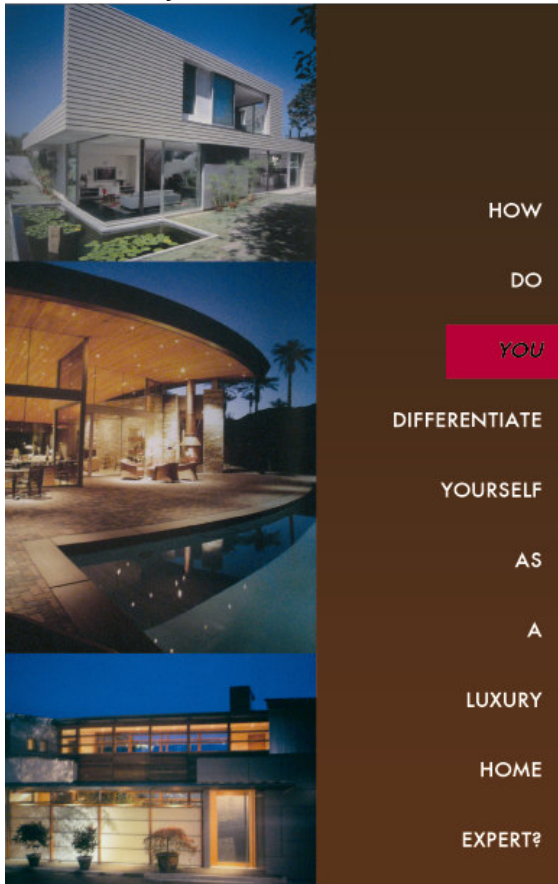
Profit Share Does Not Come From Associate Commissions

- The **Keller Williams®** Profit Share System was designed to reward its associates for building the company.
- The program allows any **Keller Williams®** associate, affiliate broker, or employee the opportunity to participate in the profits they help generate without assuming any financial risks.
- Agents are fully vested with **Keller Williams®** after three years.

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Luxury Homes Division

Keller Williams Luxury Homes Division is a members-only program that gives eligible associates a designation as experts in serving luxury home buyers and sellers. The training component of the program is provided by industry heavyweight, The Institute for Luxury Home Marketing, as part of a new partnership between the Institute and Keller Williams Realty.



KW Luxury Home Consultants will be able to take advantage of:

- *New branding and marketing materials*
- *An international web presence at www.kwluxuryhomes.com*
- *Agent-to-agent referral opportunities*
- *Discounted pricing for advertising in targeted print publications including the Robb Report, DuPont Registry, Unique Homes, The Wall Street Journal, L.A. Times and The New York Times.*

THE SKY IS THE LIMIT.

FOR ITSELF....SOMETIMES OTHERS DO IT FOR YOU.

TOM DAVILA
MARAVILLA PROPERTIES

To Whom It May Concern:

It can be a daunting task to choose a real estate brokerage, especially when it's your first foray into the industry. Who will offer the best training, provide me the solid foundation in which to build my business, and offer a long-term commitment to my success?

I was first introduced to Keller Williams through my friend, Kennon Earl. Watching his growth and development inspired me to look further into KW. Once I got to know the other agents in the Beverly Hills office, I realized there was tremendous support system, with an array of opportunities to assist in my growth and development. I also liked the idea of a younger, more aggressive company with an excellent nationwide reputation.

More than anything, Keller Williams and the team in my Beverly Hills office has become an extension of my family. From challenging teambuilding

...I realized there was a tremendous support system with an array of opportunities to assist in my growth and development.

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KEITH COX

May 1, 2008

Mr. Rob Aigner
Team Leader
Keller Williams Beverly Hills

Dear Rob,

I want to begin by congratulating you on your success in our office. It is a real

...the 21st century business model empowers the agent towards the greatest level of success possible.

The future of our office is extraordinary and I know that in this ever changing market, we are positioned for growth, expansion and success.

Sincerely,

Keith Cox
Keith Cox

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...I respect Keller Williams for encouraging independence and supporting individuality.

in a certain way. That was the "mom and pop shop" way of doing and it was hard to change old habits in changing real estate cycles and stay in control and be well apprised of the situation when there were changes within the industry.

I have benefited from Keller's education and market knowledge, keeping me ahead of the curve and love the energy within the company. The team work at Keller keeps Keller growing at a fast pace in these market conditions and I love being part of this team. I love being a part of the new model.

I respect Keller for encouraging independence and supporting individuality in allowing agents to have their own Brand. Instead of being threatened by individuality, they advocate being the best that we can be and allow us the freedom to express who we are. That makes me want to work harder for my team. Whether I am competing as an athlete on my own, or whether I swim on a relay with my teammates, energy, excitement, hard work, drive and constant focus are the keys to success. That is what you will find here at Keller. Keller is a winning team and I am happy to be part of it!

Ray Baird

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