CAREERS WORTH HAVING.

BUSINESSES WORTH OWNING.

LIVES WORTH LIVING.
INTRODUCTION

THE EVOLUTION OF THE REAL ESTATE INDUSTRY

Traditional Companies

• Associates are dependent on the company;
• Financial gain is directed primarily to the brokers and the company;
• Associates have fewer opportunities for accumulating wealth

Keller Williams

• Associates have an interdependent relationship with the company and a mutual interest in success;
• Associates and brokers work as teams in achieving financial goals;
• Associates do not assume financial, legal or management responsibilities

100% Companies

• Associates are independent and have a landlord/tenant relationship with their company;
• Associate-focused environment with limited high-level support;
• Associates assume all the financial, legal and management responsibilities

dependent
interdependent
independent
ABOUT US

AWARDS AND HONORS

• **Training Magazine** – Named No. 1 training organization across all industries worldwide, 2015
• **Inc. 5000** – Listed as one of fastest-growing private companies for sixth consecutive year, 2015
• **REAL Trends/Wall Street Journal “The Thousand”** – Achieved more high-performing agents teams ranked by transaction than any other real estate franchise listed, 2015
• **REAL Trends 500** – Recognized with 143 Keller Williams offices ranked by transactions and 140 ranked by sales volume in the REAL Trends 500, 2015
• **Entrepreneur Magazine** – Listed on Franchise 500 list for sixth year in a row, 2015
• **REALTOR® 30 Under 30** – Seven Keller Williams named finalists and four officially recognized in ranking, including a Web Choice winner, 2015
• **Swanepoel Power 200** – Nine representatives listed as most powerful people in residential real estate, 2015
• **Principal® 10 Best Companies for Employee Financial Security** – Keller Williams featured in *Inc.* magazine for commitment to financial and physical wellness, 2014
• **Franchise Times** – #2 in sales growth percentage on Franchise Times 200, 2014
• **Inman News** – Innovator of the Year and six representatives on 100 Most Influential Leaders in Real Estate, 2014
• **National Association of REALTORS®** – Both distinguished service award winners are Keller Williams agents, 2014
• **Workplace Dynamics** – One of America’s Top 10 Workplaces, 2012 and 2013
• **Inman News** – eEdge named the Most Innovative Web Service in the real estate industry, 2011
Keller Williams Realty’s executive leadership team has more than 150 years combined experience as both real estate agents and office owners.

Gary Keller, Co-Founder and Chairman

Mo Anderson, Vice Chairman

Mary Tennant, Member of the Board

Chris Heller, CEO

John Davis, President

“As long as we listen to our agents and deliver what they want – they will prosper and so will our company.”
ABOUT US

SHARED VISION

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

Vision
To be the real estate company of choice.

Values
God, family and then business.

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 – begins with honesty
Success – results through people

“We believe that real estate is a local business, driven by individual agents and their presence within their communities.”
ABOUT US

A REAL ESTATE POWERHOUSE

Keller Williams is founded by Gary Keller and Joe Williams in Austin, Texas in 1983.

- Keller Williams becomes the #1 real estate company in Austin, a position still held today.
- Keller Williams becomes the #1 single office in Austin.
- Keller Williams begins franchising in Canada in 1990.
- Keller Williams becomes franchising in the United States.
- Keller Williams becomes the 3rd largest real estate franchise in the United States in 1998.
- Keller Williams becomes the 4th largest real estate franchise in the United States.
- Keller Williams begins wide-scale international franchising in 2004.
- Keller Williams becomes the 2nd largest real estate company in the United States.
- Keller Williams opens in Vietnam, the 1st global office launch.
- Keller Williams becomes the #1 largest real estate franchise in North America in 2009.
- Keller Williams becomes the #1 largest real estate franchise in the world in 2010.
- Keller Williams adds its 100,000th associate.
- Keller Williams adds its 400,000th associate in 2012.
- Keller Williams opens in Australia, the 2nd international office launch.
- Keller Williams adds its 500,000th associate in 2013.
- Keller Williams becomes the #1 largest real estate franchise.
- Keller Williams opens in the United Kingdom, the 3rd international office launch.
- Keller Williams opens in Brazil, the 4th international office launch.
- Keller Williams opens in China, the 5th international office launch.
- Keller Williams opens in Mexico, the 6th international office launch.
- Keller Williams opens in India, the 7th international office launch.
- Keller Williams opens in South Africa, the 8th international office launch.
- Keller Williams opens in Turkey, the 9th international office launch.
- Keller Williams becomes the 100,000th real estate franchise in the world in 2014.
- Keller Williams opens in Germany, the 10th international office launch.
- Keller Williams opens in Italy, the 11th international office launch.
- Keller Williams opens in France, the 12th international office launch.
- Keller Williams opens in Spain, the 13th international office launch.
- Keller Williams opens in Russia, the 14th international office launch.
- Keller Williams opens in Argentina, the 15th international office launch.
- Keller Williams opens in Colombia, the 16th international office launch.
- Keller Williams opens in Peru, the 17th international office launch.
- Keller Williams opens in Chile, the 18th international office launch.
- Keller Williams opens in the Philippines, the 19th international office launch.
- Keller Williams opens in Indonesia, the 20th international office launch.
- Keller Williams opens in the United Arab Emirates, the 21st international office launch.
- Keller Williams opens in Egypt, the 22nd international office launch.
- Keller Williams opens in the United Kingdom, the 23rd international office launch.
- Keller Williams opens in Australia, the 24th international office launch.
- Keller Williams opens in China, the 25th international office launch.
- Keller Williams opens in South Africa, the 26th international office launch.
- Keller Williams opens in Brazil, the 27th international office launch.
- Keller Williams opens in India, the 28th international office launch.
- Keller Williams opens in Turkey, the 29th international office launch.
- Keller Williams opens in Germany, the 30th international office launch.
- Keller Williams opens in Italy, the 31st international office launch.
- Keller Williams opens in France, the 32nd international office launch.
- Keller Williams opens in Spain, the 33rd international office launch.
- Keller Williams opens in Russia, the 34th international office launch.
- Keller Williams opens in Argentina, the 35th international office launch.
- Keller Williams opens in Colombia, the 36th international office launch.
- Keller Williams opens in Peru, the 37th international office launch.
- Keller Williams opens in Chile, the 38th international office launch.
- Keller Williams opens in the Philippines, the 39th international office launch.
- Keller Williams opens in Indonesia, the 40th international office launch.
- Keller Williams opens in the United Arab Emirates, the 41st international office launch.
- Keller Williams opens in Egypt, the 42nd international office launch.
- Keller Williams opens in the United Kingdom, the 43rd international office launch.
- Keller Williams opens in Australia, the 44th international office launch.
- Keller Williams opens in China, the 45th international office launch.
- Keller Williams opens in South Africa, the 46th international office launch.
- Keller Williams opens in Brazil, the 47th international office launch.
- Keller Williams opens in India, the 48th international office launch.
- Keller Williams opens in Turkey, the 49th international office launch.
- Keller Williams opens in Germany, the 50th international office launch.
- Keller Williams opens in Italy, the 51st international office launch.
- Keller Williams opens in France, the 52nd international office launch.
KELLER WILLIAMS

THE NUMBERS

125,000+
Associates
(As of Aug. 2015)

$4.9 billion
Total GCI earned in 2014

$120 million
Market center owner profit in 2014.

$98 million
Total Profit Share and Growth Share distributed in 2014.

16%
increase year over year

22%
increase year over year

25%
increase year over year

*not an earnings claim
AGENT GROWTH

- 75,000 in 2012
- 80,000 in 2013
- 95,000 in 2014
- 112,000 in 2015
- 125,000+ currently

*Agent count as of August 2015*
OUTPACING THE MARKET

WHILE OTHERS ARE SLOWING … KELLER WILLIAMS REALTY IS GROWING.

AGENT GROWTH | JAN. 2014 – DEC. 2014

kw: +10%

Industry: +5%
OFFICE PROFITABILITY | END OF YEAR 2014

98%

OUTPACING THE MARKET

OFFICE PROFITABILITY
OUTPACING THE MARKET

AGENT PRODUCTIVITY

INCREASE IN UNITS CLOSED – U.S. | END OF YEAR 2014

kw: +16%

Industry: -3%
OUTPACING THE MARKET

AGENT PRODUCTIVITY

INCREASE IN VOLUME CLOSED – U.S. | END OF YEAR 2014

Industry:

kw: +17%
OUTPACING THE MARKET

AGENT PRODUCTIVITY

INCREASE IN UNITS CLOSED – **Canada** | END OF YEAR 2014

- CREA: +5%
- KW: +15%
OUTPACING THE MARKET

AGENT PRODUCTIVITY

INCREASE IN VOLUME CLOSED – **Canada** | END OF YEAR 2014

- CREA: + 12%
- KW: + 23%
OUTPACING THE MARKET

OUR AGENTS EARNED MORE INCOME

TOTAL COMMISSIONS EARNED | YEAR OVER YEAR

2013
$4.2 Billion

2014
$4.9 Billion
NOT YOUR ORDINARY REAL ESTATE COMPANY

We like to think we stand out from other real estate firms in many ways, and FOUR areas in particular define Keller Williams Realty:

TRAINING & COACHING
MARKETING & TECHNOLOGY
CULTURE
WEALTH BUILDING
At Keller Williams, we don’t believe in learning for knowing’s sake; we believe in learning for earning’s sake.
“All of our training and coaching is developed by studying and modeling the behaviors of our most successful leaders. And, because our top agents are continually learning from each other and improving on ideas, our training is constantly improving.”
More than 60 KWU courses are downloadable from the KWU Website at no cost to our associates.
**Ignite**

Ignite is packed with the skills and scripts to spark any real estate career. A great starting point for anyone looking to close at least 16 transactions a year.

**Lead Generation 36:12:3**

Lead Generation 36:12:3 teaches you the disciplines and habits you need to close 36 transactions in 12 months by mastering 3 hours a day of lead generation.

**Win with Buyers**

These two courses teach you the scripts and tactics of top producers on the both sides of the transaction.

**Win with Sellers**
Recruit-Select

Recruit-Select lays out how to build a pipeline of qualified candidates, effectively use behavioral job matching, and gives you a specific, defined system for three interviews to hire talent.

Action Training

Action Training defines the process for a new hire’s first hundred days on the job so that at the end of that period you know if you have a highly productive, self-managed employee.

Leadership & Motivation

These are the systems for building highly productive, rock-solid relationships that retain talent on your team.
The Millionaire Real Estate Agent

Do you ever ask yourself, “How do I, as a real estate salesperson, net $1 million a year?” Gary Keller’s nationally bestselling real estate career guide shows you how it’s done.

The MREA Curriculum

The complete MREA Curriculum drills down on the models of The Millionaire Real Estate Agent, giving you and your team the steps, scripts and systems to take your business to the 7th Level.

“If I have seen farther than others, it is because I was standing on the shoulders of giants.” ISAAC NEWTON
SHIFT: How Top Real Estate Agents Tackle Tough Times

Shifts happen.

Markets shift and so can you. Both transform your business and your life. In Gary Keller’s third national bestseller, you will learn the 12 proven tactics that will power your business forward – no matter the market. An entire curriculum is also available that drills down on the 12 tactics from the book.

SHIFT Commercial

SHIFT Commercial takes the tactics of SHIFT and focuses on the implementation of each into a commercial broker’s business. This book is also packed with the proven models, tactics and insights from top commercial brokers across the United States and Canada.
The ONE Thing: 
*The Surprisingly Simple Truth Behind Extraordinary Results*

In *The ONE Thing*, New York Times bestselling authors Gary Keller and Jay Papasan present the lies that block your success and how to identify (and thwart) the thieves that steal your time and your life. They model the laws of purpose, priority and productivity, and finally, they teach you that the ONE Thing can radically change the way you work, the choices you make and the results you get.
EDUCATION: EVENTS

FAMILY REUNION

Experience the most highly attended private real estate franchise event in the industry!

This four-day companywide annual convention prepares you for mastering the current market with more than 100 breakout sessions taught by the best in the business.

www.familyreunion.kw.com
“We absolutely hold the key to greatness in our hands; it’s a conscious choice. MAPS is here to hold you accountable to making that happen.”

DIANNA KOKOSZKA, CEO OF KW MAPS COACHING
One-on-One Coaching

KW MAPS Coaching’s award-winning Mastery program offers personalized coaching, business planning and high-level accountability for those committed to growing their business and income as swiftly as possible, no matter the market.

Similar in design to our Mastery Coaching, Breakthrough Coaching offers personalized coaching on a bi-weekly schedule at a lower price with the goal of quickly accelerating you into the Mastery program.

Group Coaching

Our Fast Track programs give you exclusive access to improve your business in specific areas – from developing the right mindset to mastering language patterns to taking and servicing REO and short sale listings.
In 2014, 55,000 BOLD graduates:

- **WROTE** 166% more contracts
- **SOLD** 180% more units
- **EARNED** 169% more money

Written by Dianna Kokoszka, BOLD includes the mindset, skills and scripts that have propelled Kokoszka's own million-dollar real estate career and secured her place as the industry's "Queen of Systems and Scripts."
KW MAPS SIGNATURE EVENTS

**Mega Camp | Austin, Texas**

Mega Camp is the place where the industry’s top producers gather to network with the best and hear the latest insights, trends and skills they need to succeed from Gary Keller and special guests!

**Masterminds**

With a focus on collaboration and learning from each other's "been-there-done-that" wisdom, Masterminds provides an all-day brainstorming session with top-producing agents and leaders!
We’re a brand that stands behind our agents, not in front of them.
You work hard to get your listings, so in our book, you deserve every lead that comes from them. Our entire online lead generation system is built around philosophy.

KW’s MY LISTINGS, MY LEADS PHILOSOPHY
YOUR TECHNOLOGY SUITE

Providing you with a complete LEAD CONVERSION to CLOSE system
- myLeads
- myContacts
- myMarketing
- myTransactions

Providing you with a complete LEAD GENERATION network
- kw.com
- kellerwilliams.ca
- KW agent websites
- KW market center websites
- KWLS /listing syndication
- Agent-branded mobile property search

KW Support, Email and Technology Training

eEdge was honored by industry trend-watchers at Inman News as the Most Innovative Web Service in the real estate industry in 2011!

- Online training
- Weekly webinars
- Mega Tech Camp
- Manuals and Tutorials
- support@kw.com
- support.kw.com
kw.com is home to more than 5 million listings (including yours)!
TECHNOLOGY

MOBILE APP

We didn’t build one app, we built one for every single agent.
TECHNOLOGY: KW.COM

AGENT PROFILES

Annie Agent

Experience and Integrity Working for You!

Visit My Website
Phone: 512-627-2717
Mobile: 512-627-2717
Office: 512-446-4111

Follow Me
Find me on Facebook
Check out my Blog
Follow me on Twitter

Have a Question? I'm here to help.
First: __________
Name: __________
Last: __________
Phone: __________
Email: __________
Message: __________

Contact Me

My Featured Properties

$189,000
Round Rock, TX
3 beds
2 baths

$74,000
Selkirk, TX
4 beds
3 baths

My Bio

Real Estate is more than a business to me; it's a passion and it's about helping people fulfill their residential and investment property goals. My philosophy is simple; strive for honesty and integrity in everything, including transactions, family, and most of all our lives. I wake up everyday thankful that I love my job and my life. This positive attitude is reflected in my personal and business core values and ultimately the success my clients experience having me represent them in their Real Estate transactions. Real Estate has been a family business for over 30 years. We are investors, developers, contractors, builders, interior designers, and Real Estate agents, like myself. Let me earn your business and show you what's it's like to be a part of an experienced winning team. After all, that's the product of all successful transactions, Win-Win or no deal.

My Specialties

Single Family Residences around Austin, First Time Home Buyers around Austin, Downtown Austin Condos, Buying Auction Property around Austin, Investment Property

My Designations

Realtor

My Service Areas

Search for your property

MLS Number
Address
Zip
City
County
State
Minimum Price
Maximum Price

Search
TECHNOLOGY: OFFICE WEBSITES

OFFICE SITES

Welcome to Keller Williams Realty Austin Southwest

The #1 Market Center in North America
(The Original Keller Williams Office from 1983)

Thank you for starting your real estate search with us! Whether you are looking to buy or sell an Austin home, this website and our agents have the resources to get you through the process smoothly. Our Keller Williams REALTORS® are ready to help you with all your real estate needs, and we appreciate the opportunity to earn your business. Use our Agent Search Tool to find a Keller Williams Southwest Austin Realtor® to assist you with your buying and selling needs.
The Keller Williams Listing System (KWLS) allows you to market your listings online when you want, where you want. By entering your listings into the KWLS, your properties receive free international exposure on the Web through kw.com, market center Websites, your eAgentC Website, eEdge Website, and all of our 340+ listing partners.
TECHNOLOGY: AGENT WEBSITES

AGENT SITES

Two choices (both with full IDX)*:
1. Customizable
2. Set it and forget it

* Where available
TECHNOLOGY

eEDGE – THE POWER TO PRODUCE

Your myKW control panel is home base for your business and has everything you need, right where you need it.

myLeads
Don’t let another lead get away.
Lead response time is crucial, and with eEdge’s lead notification and automated follow-up systems, you ensure your response is immediate and meets consumer needs.

myContacts
Real estate is a contact sport and your business IS your database.
eEdge provides a state-of-the-art, fully functioning mobile-optimized contact management system that allows you to track and tally each of your clients and all your communications with them.

myMarketing
Put an end to the marketing madness.
With the eEdge contact management system, your marketing campaigns run like a well-oiled machine. From emails and postcards to listing presentations and phone scripts, eEdge offers a customizable library of material.

myTransactions
myTransactions makes you practically paperless and totally mobile all the way through closing. All the parties you choose to invite into the transaction can see the documents and the progress of the transaction – on YOUR branded website.
YOUR KW LEAD GENERATION NETWORK – U.S.

Leads funnel through eEdge for instant notification and easy integration with all eEdge tools.
MARKETING

CONSUMERS DO BUSINESS WITH YOU

It’s your own brand that matters most because nobody does it better than you.

57% & 64%

57 percent of buyers and 64 percent of sellers found their agent through a referral or had used their agent previously.

67% & 70%

67 percent of buyers and 70 percent of sellers only contacted one real estate agent before deciding who to work with.

4% & 4%

Only 4 percent of buyers and 4 percent of sellers cited an agent’s affiliation with a particular firm as the most important factor when choosing their agent.

Source: National Association of REALTORS® 2014 Profile of Home Buyers and Sellers
LEAD GENERATION AND MARKETING TO YOUR SPHERE

We provide unique, fully customizable marketing campaigns to power your lead generation efforts. And it’s all based on the proven models from *The Millionaire Real Estate Agent*. 
WINNING BUSINESS

We stand behind you at every listing appointment and buyer consultation with benchmarked, proven presentations that help you stand out from the competition.
MARKETING

MARKETING PROPERTIES AND PROJECTS

And when it’s time to market your listings, turnkey marketing solutions save you time and money.
As of January 2015, eEdge users had ...

- **LAUNCHED** 96,224 automated, customizable marketing campaigns
- **REACHED** 6,790,146 consumers
KW LUXURY HOMES INTERNATIONAL

TARGETING LUXURY BUYERS AND SELLERS
We believe that how high we go as a company will be determined by how high we lift our people.
WEALTH BUILDING

THE POWER OF PASSIVE INCOME

• The Keller Williams Realty wealth building models are designed to reward associates for building the company.

• Wealth building is exponential. The Keller Williams Realty wealth building platform now includes growth share, a program in which overseas international franchisees reward associates who help the company grow across the globe, much like profit share. An associate can participate in both profit share and growth share.

• These programs allow any Keller Williams Realty associate, affiliate broker or employee the opportunity to participate in the business they help generate without assuming any financial risks.

• You are vested after three years, and your profit share and growth share can be passed on through generations by willing it to a designee.

Profit share and growth share dollars may vary — this is not an earnings claim.
WEALTH BUILDING

THE POWER OF PASSIVE INCOME

PROFIT SHARE & GROWTH SHARE | 2014

Profit share and growth share dollars may vary — this is not an earnings claim.
INCOME BEYOND YOUR COMMISSIONS

KW CUMULATIVE PROFIT SHARE & GROWTH SHARE | 1996-2014, IN MILLIONS

Numbers are North America, USD, as of year-end, Dec. 2014
Growth share and profit share amount may vary — this is not an earnings claim.
ASSOCIATE LEADERSHIP COUNCIL

OPEN THE BOOKS, SHARE THE DECISION MAKING

At Keller Williams Realty, our books are open to our associates. On a monthly basis, the market center financials are reviewed by our Associate Leadership Council (ALC).

There are NO Secrets

Because we are all in business together and we share in the profits of our market center, you’ll be able to review the office financials whenever you like.

Budget Accountability

Our ALC takes an active role in the budgeting process and helps our leadership team in making decisions that affect the financials of the office.

Business Accountability

Many of our associates participate in the office financial planning and learn principles they can apply to their own businesses.

“The ALC is the heartbeat of the market center – involved and invested in every decision that affects our agents.”
Inaugurated in 2009, **RED Day** (Renew, Energize and Donate) is Keller Williams Realty’s annual, company-wide day of community service.

Keller Williams associates are asked to “give where they live” and dedicate a day to renewing and energizing the communities they serve.
At Keller Williams Realty, you’re more than just an associate with our company, you’re our family. And to us, that means fulfilling our mission to help you build careers worth having, businesses worth owning and lives worth living.

Because we realize a life worth living has to be a healthy one, we now offer an entire Wellness Program for our associates.

- Health Benefits Marketplace
- Wellness Ambassadors
- Red Rally
Keller Williams is built by agents, for agents. We’re a company that’s changing lives.

The next one could be yours …