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Dear Associates,

What a thrill it is to see so much of Keller Williams Realty’s awesome new talent on the cover of this issue. Every one of these talented individuals who have joined forces with us during the first nine months of this year has a unique story of how they came to Keller Williams Realty and how they will contribute to the culture and the growth trajectory of our company. What amazes me even more is the realization that for every one of the 22,786 times that a decision was made to join forces with Keller Williams Realty, one of you played a pivotal role. During the first nine months of 2009, our agent count grew by 5 percent, compared to a 1.3 percent drop in membership from the National Association of REALTORS®.

It’s how you show up day after day as real estate professionals, the opportunities you exude and your passion for sharing the Keller Williams difference with your colleagues that power our growth. We love the fact that in this company, a commitment to building personal wealth goes hand in hand with the growth of Keller Williams Realty. And now that the real estate industry has sharpened its focus on our company, opportunities to grow our profit share trees are greater than ever.

This is especially true for Associate Leadership Council (ALC) members whose production levels tend to translate into a high degree of market visibility and influence. During a recent conversation with Mo Anderson, our beloved vice chairman, I was reminded of how many associates in this company are striving to embrace her “15 in 5 Challenge,” which serves as a foundation for a life-changing stream of passive income. Mo challenges all ALC members to recruit 15 people to the first level of their profit share tree in no more than five years.

Statistics have shown that a profit share tree with 15 agents in the first level is the foundation for producing an substantial average passive income through Keller Williams profit sharing.

While we have some awesome resources in this company on growing a profit share tree, which you can access by going to (http://mykw.kw.com/kwintranet/) and entering “profit share” into the search box, Mo suggests that it’s actually a very simple process that involves the following questions:

• How many agents at other real estate companies do you speak with each week?
• How many each month?
• During those encounters, how often do you say to agents on the other side of the transaction, “Have you met my team leader? She (or he) is wonderful and you should really get to know each other. May I have your permission to have them call you?”

It’s a simple script that can lay the foundation for growing your wealth beyond your wildest dreams. Give it a try!

Yours in growth,

Mark Willis
CEO, Keller Williams Realty

Correction: In the previous issue of OutFront, Shaun Rawls’ region was incorrectly identified. Please note that Shaun Rawls is the regional director of the New York-Tri-State Region, and Adele DeMoro is the regional director of the New York-Upper and Manhattan Region.
**Moving markets – and mountains**

Mac McClure foresees near-term realignment among top commercial players

By Lisa Wahlgren

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**Step 1:** Develop market-leading education and training. Offer some of the most competitive commission splits in the industry. Energize an instant referral network, 70,000 agents strong. Extend a culture that redefines how commercial real estate is done.

**Step 2:** Create forward momentum and capture the industry’s attention as one local commercial real estate industry icon after another joins forces.

**Step 3:** Bring Charles “Mac” McClure, 2009 president of the CCIM (Certified Commercial Investment Member) Institute on board.

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With commercial real estate expertise that spans nearly four decades, and as the highly visible leader of the 19,000-member, 36-country CCIM Institute, Charles "Mac" McClure became an instant magnet for talent the day he signed on as director of KW Commercial for the Plano market center. “But Mac’s presidency in the CCIM Institute represents only one aspect of what he brings to KW Commercial,” says Dick Dillingham, operating principal of the Plano market center and regional operating principal of California-Northern and Hawaii. “He’s without a doubt one of the most credible figures within the entire commercial real estate field, based on his tenure in the business, his total production, the types of deals he’s negotiated and the relationships he’s built,” Dillingham says.

As the founder and chairman of McClure Partners, a multi-corporation real estate holding company that he founded 35 years ago, McClure has been involved in the closing of more than $1 billion worth of real estate transactions; he’s negotiated more than 5 million square feet of industrial, retail and office leases; and he’s founded more than 28 companies – 22 of which he still maintains ownership in.

“Mac McClure brings the level of credibility that one earns over a lifetime of making good decisions and carrying them through,” says David Osborn, regional operating principal for three regions within Keller Williams Realty: North Texas-New Mexico, California-Westside L.A., and Canada.

“He is exactly what KW Commercial needs,” adds Mike Brodie, an associate with the Plano market center and regional operating principal for the Maryland and D.C. Region. “He brings a sharp vision and big ideas of where Keller Williams fits in the commercial sector, and he’s already started to move forward with that vision.”
Having experienced many ups and downs within the commercial real estate market, and witnessing many players come and go, McClure is adamant on one point: commercial and residential real estate are two distinct disciplines. He's also confident that KW Commercial has what it takes to set a new standard within the commercial real estate industry.

“I saw in KW Commercial a company that is very transparent. From the bottom to the top, everyone knows where every nickel goes. I also saw a company where people are enthusiastic and where everyone has the opportunity to become a stakeholder in the business. That’s the model that I want to build into the commercial world,” McClure says.

And as he sees it, this is the right time for KW Commercial to begin to emerge as a major presence. “Due to the debt loads of the major brands, there’s a paradigm shift and a lot of restructuring underway.” Starting in 2010, McClure anticipates that “some of the biggest players in the market will be coming to KW Commercial.

“We are going to move mountains.”

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Mac McClure is exactly what KW Commercial needs. He brings a sharp vision and big ideas of where Keller Williams fits in the commercial sector, and he’s already started to move forward with that vision.

- Mike Brodie
High-End Headway

Luxury hotshot stays cool in still shaky market

By Laura Price

Great customer service is the core of any real estate career. In the luxury homes market, it's exceptional service – or it's nothing at all. These days, no one is delivering a higher level of service in the coastal Los Angeles market than James Anderson, associate with the Santa Monica market center and lead agent with the Pacific Luxury Group.

While the market has changed considerably since the boom days, Anderson managed to sell $29 million in Westside luxury properties in 2008. 2009 has proven to be more challenging with the steady fall in home prices, but Anderson is 100 percent confident that his move to Luxury Homes by Keller Williams in August was among the best business decisions he's ever made.

“I wanted to establish a brand and have more control over my business,” he says. “The financial and creative freedom I have within this division has allowed me to capture huge market share in a time when most agents are shrinking back.”

Anderson has several strategies for staying afloat. Key among them is becoming laser focused on the high-end mentality his clients crave. “I help mostly CEOs, CFOs, COOs, C-anything’s find and purchase multi-million dollar properties. You have to understand their frame of mind through every step of the transaction, while keeping them grounded and helping them understand that buying a home is more than just another business deal.”

Ultimately it’s a delicate balance between numbers and the big picture. “I have to show them that I respect their money and that the decisions being made are sincere and honest.”

RISING TIDE RAISES ALL SHIPS

Although Anderson joined Keller Williams Realty the day after leaving Mega Camp in 2008, he was still hesitant about aligning with the Luxury Homes Division. “I thought, ‘I don’t need this.’”

But after a change of heart and mind, he couldn't be more thankful for the opportunity to learn and share ideas on luxury market success. “At the 2009 Luxury Retreat in August, I stood up and apologized for being pretty arrogant. The amount of high-caliber agents doing high-caliber business speaks volumes about Luxury Homes by Keller Williams.

“I receive a wealth of information on tools, marketing tips and ideas for meeting extraordinary customer service needs whenever I’m at a Luxury Homes by Keller Williams educational event. I’ve truly never seen this kind of sharing happen. It’s a fantastic thing to be a part of.”
Ask any member of Luxury Homes by Keller Williams about the membership benefits that mean the most, and chances are that the nationwide referral network will end up close to the top of their lists.

Recent IDX enhancements have made that referral network even stronger. Now, when a buyer for a high-end home in another state is referred to a Luxury Homes member, he or she is able to view all of the high-end listings within the market, directly from the member’s Luxury Homes Website. “The comprehensive search capabilities ensure that once luxury clients come to our members' Websites, they quickly realize that they don’t have to search elsewhere,” notes Christi Davidson, membership director and associate with the Austin-Southwest market center.

For more information on membership opportunities, go to (www.kwluxury.com) or email christidavidson@kw.com.

A REINVENTION OF REAL ESTATE

Anderson is working six days a week to ensure that his brand is recognized by customers when handling any luxury sale. “Keller Williams Realty has uniformly been the reason I’ve been successfully able to see results. I’ve spent some money on the front end, building my brand and creating marketing pieces to match my clients’ expensive lifestyle state-of-mind. Luxury Homes by Keller Williams has given me the opportunity and freedom to be THE choice for coastal real estate.”

As he sees it, now is a spectacular time for pumping up his real estate portfolio. “People are coming back. My clients are looking for high-end signals.” Economic indicators are appearing in new places every day. “Those are big bells ringing within the minds of high-end dealers.”

And Anderson is ready. kw
In *The Millionaire Real Estate Agent*, we declared “you could be just three exceptional hires away from having the business of a Millionaire Real Estate Agent.” That’s still absolutely true. However, our ongoing research for both MREA and SHIFT has given us new insight into how these key positions evolve. Some of you got a sneak peak at Mega Camp 2009. For the rest, here’s a quick look at hiring and compensating a showing assistant.

Leverage is about focus. You hire talent to keep you focused on your most dollar-productive activities. After delegating your administrative responsibilities, you look next for help on the buyer sales side of the business. Help here can keep you focused on leads and listings. So who do you hire?

In the past, research pointed us to a licensed buyer specialist paid on a 50/50 commission split. Today, some successful agents are first hiring a licensed showing assistant to keep their costs of sale low and their productivity high.

A showing assistant can free you from the task of driving buyers around, but keep you in the driver’s seat when it comes to converting buyer leads to appointments, getting signed agreements, identifying wants and needs, and eventually writing and negotiating contracts. An effective one should be able to show homes to around three to four buyers a month while earning bonuses based on 25 percent of each sale. Based on a $5,000 average commission, a good showing assistant could earn upward of $60,000 a year. Not a bad living. Better yet, you get to stay focused and 75 percent of buyer side income stays with you.

You can operate this way or you can use this as a stepping stone for someone. If you are still looking for someone who has the ability to grow into your lead buyer specialist, having them prove their ability by first being a showing assistant is a smart idea. So when you have someone with the ambition and proven ability to work a high volume of buyers over time, your showing assistant could earn the right to be promoted to a licensed buyer specialist. Your buyer specialist would then handle buyers from the appointment to closing and now earn 50 percent of the commissions. Again, a good one should be able to handle three to four buyers a month without burning out.

Burnout is a key word. Once you have identified a great buyer specialist, you don’t want to lose them! When they burn out and walk out, guess who gets their job? You do. And quite possibly you were burned out on that work a long time ago, so you may not want it back.

When your business is generating enough leads on a consistent basis to push a great buyer specialist into overload, the showing assistant concept comes back into the picture. Now your buyer specialist gets to hire a showing assistant of their own. The showing assistant is still paid on a 25 percent bonus; however,

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**FROM THE CHAIRMAN**

**A new look at LEVERAGE**

_A showing assistant can serve as a first step toward hiring a buyer specialist_

By Gary Keller, co-founder and chairman, Keller Williams Realty
The majority of real estate teams and solo agents have not yet hired a showing assistant …

**PERCENTAGE OF TEAMS THAT WORK WITH A SHOWING SPECIALIST:**
- IN ADDITION TO A BUYER SPECIALIST – 8%
- INSTEAD OF A BUYER SPECIALIST – 6%

**SOURCE:** KW RESEARCH 2009. BASED ON INTERVIEWS WITH 582 TEAMS.

**PERCENTAGE OF SOLO AGENTS WHO WORK WITH A SHOWING SPECIALIST**
- INSTEAD OF A BUYER SPECIALIST – 2%

**SOURCE:** KW RESEARCH 2009. BASED ON INTERVIEWS WITH 1,114 SOLO AGENTS.

But the trend is moving in this direction.

**PERCENTAGE OF TEAMS THAT INTEND TO HIRE A SHOWING ASSISTANT IN THE NEXT:**
- THREE MONTHS – 24%
- SIX MONTHS – 19%
- ONE YEAR – 27%

**SOURCE:** KW RESEARCH 2009. BASED ON INTERVIEWS WITH 582 TEAMS.

**PERCENTAGE OF SOLO AGENTS WHO INTEND TO HIRE A SHOWING ASSISTANT IN THE NEXT:**
- THREE MONTHS – 10%
- SIX MONTHS – 12%
- ONE YEAR – 24%

**SOURCE:** KW RESEARCH 2009. BASED ON INTERVIEWS WITH 1,114 SOLO AGENTS.

Compensation structures vary widely

**MOST COMMON METHODS FOR COMPENSATING SHOWING ASSISTANTS WITHIN REAL ESTATE TEAMS**
- COMMISSION SPLIT – 59%
- OTHER* – 33%
- BASE SALARY – 24%
- BONUS – 16%

**SOURCE:** KW RESEARCH 2009

Percentages do not add up to 100%, as many respondents selected more than one answer.

that money comes out of the lead buyer specialist’s half of each commission. Effectively, you continue to earn 50 percent of each buyer transaction, while the buyer specialist earns 25 percent and the showing assistant earns the final 25 percent as a bonus. Any buyer transactions your buyer specialist closes without the help of a showing assistant would still be on a 50/50 split.

Now your buyer specialist might close as many as four buyers solo and another four with the help of a showing assistant. That’s now eight closed buyer transactions a month. And with an average commission of $5,000, your buyer specialist has the ability to gross as much as $180,000 a year while just showing three or four buyers a month!

Showing assistants may come and go – each auditioning for a shot at being your lead buyer specialist. And once you find one, hiring and managing showing assistants moves from your plate to theirs. You have found your leader for working with buyers. Any additional help needed to keep your buyer transactions on track becomes their issue and opportunity.

Showing assistants could be for you. They could save you money on the front end and ultimately, if you get a buyer specialist with a showing assistant, save you from endless turnover on the back end.

A BUYER SPECIALIST EARS THE RIGHT TO HAVE SHOWING ASSISTANTS. EARNINGS ARE SPLIT 50/25/25—50% OF THE COMMISSION TO YOU, 25% OF THE COMMISSION TO THE BUYER SPECIALIST AND A 25% BONUS TO THE SHOWING ASSISTANT.
Where will you be when the great ideas come marching in?

Learn what it’s going to take to get in the way of more business this year.

Today’s market requires new thinking and a new perspective. Join top-producing agents in New Orleans for industry-leading education, power-packed breakout sessions and motivational stories that will transform the way you approach your business and your life!

With more than 100 breakout sessions, Family Reunion education and training covers the most crucial topics in today’s market including:

> Distressed Properties (REOs and Short Sales)
> Lead Generation
> Profit Share (Wealth Building)
> SHIFT Strategies
> Social Media
> Technology
> The Luxury Market
> Commercial Real Estate
> Continuing Education Classes
> The Leadership Mindset
And of course, these must-attend events:

> **Special Session with Gary Keller:** Join Keller Williams Realty’s co-founder and chairman, Gary Keller, for this exclusive seminar for attendees registered by Dec. 15, 2009.

> **Vision Speech:** Get down to business and learn the bottom line to your success in 2010 during Gary Keller’s Vision Speech. You won’t want to miss this crucial event as he unveils current trends, statistics and analysis on the market as a whole, while providing you an in-depth look into the future of real estate.

> **Red Bash:** Let the good times roll! Wear your most wacky costumes as fellow associates take the stage to showcase their talents during our annual company-wide walk on the wild side! Don’t miss the brand-new Red Bash networking area, where you can make new contacts without leaving the party behind!

> **State of the Company and State of the Culture:** Join Mark Willis and Mo Anderson as they take the stage for their annual State of the Company and State of the Culture presentation. Find out where we are as a company today, and where we’re headed tomorrow!

> **Inspirational Brunch:** Wrap up your Family Reunion experience with this heart-warming breakfast, in which Mo Anderson and her special guests share stories of strength, perseverance and inspiration.

> **KW Commercial:** Learn from top commercial players during nine, industry-specific breakout sessions. Then be sure to celebrate during the KW Commercial reception!

> **Luxury Homes by Keller Williams:** Network with the best and get the inside scoop on what it takes to step out ahead as a luxury agent in today’s market.

*No purchase necessary. See official rules and regulations on Website.*
It’s a huge cause for celebration every month when profit share checks are distributed at the Ottawa market center, and this summer, the celebration got even bigger. During the months of June, July and August alone, more than $285,000 was shared among associates, says Sunny Daljit, team leader.

Voted the No. 2 Best Place to Work for Women in Canada and the No. 8 Best Place to Work in Canada, it’s no surprise that associates are passionate about participating in profit share and in building a company they have come to love. “Over the past eight years, we’ve developed an incredibly holistic environment that focuses on productivity, education and culture,” says Daljit. “We are so honored to have received these rewards, and profit sharing is simply the result of all those components coming together perfectly.”

RAMPING UP
It took the Ottawa market center longer to reap the benefits of the program because of early expenses to accommodate growth and a loss carry-forward, but the market center is now on track to continue sharing at a high level while helping associates to build their profit share trees. “The Ottawa market tends to be resistant to change, but we’ve become a real player as one of the top three real estate companies,” says Daljit. “For anyone to survive here, you have to bust through and compete – and that’s exactly what we are doing.”

With a great reputation among real estate agents in Ottawa, Daljit and Jeff Hooper, operating principal, have built a power-house market center filled with high-minded agents and dedicated top producers. “Around 83 percent of our agents reach their cap,” he emphasizes. “The bar is set so high here and that is driving our productivity, while sending a message out to other companies that we are a force to be reckoned with.”

PIONEERING PROFIT SHARE
Sharing profits is part of the Keller Williams philosophy that’s based on a belief that the company works for the agents instead of the agents working for the company. The agent-focused model helps people create an additional income stream within their business that’s not dependent on listings or selling homes. Instead, it’s based on an agent’s ability to build the market center by helping to bring productive agents into the fold.

“That’s the greatest truth about profit share,” says Daljit, “the system is built so that agents are partners and share in the profits.”

He emphasizes, however, that recruiting new talent is not based on the premise of profit share alone. “Associates in Ottawa are dedicated to education, to training and to getting more listings. So we work diligently on our market center environment, our technology, our training calendar and we make sure our support staff is the absolute best. Profit share is simply the icing on the cake.”

With profit share checks and profit share trees on the rise, there’s a buzz among associates about the idea of receiving a steady stream of passive income. In fact, Glenn Floyd, the associate who recruited Daljit to the Ottawa market center, admits he was extremely skeptical about profit share in the beginning. But he

"Around 83 percent of our agents reach their cap."  
- Sunny Daljit

The power of passive income permeates throughout Keller Williams Realty

By Laura Price

PARTNERS IN PROFITABILITY

Wealth-building

Keller Williams Realty
couldn’t be happier to have been proven wrong. “Let me just put it out there. I was arrogant and condescending when it came to the idea of profit share,” Floyd laughs. “I now have 170 associates in my profit share tree.” That translates to a little more than $2,000 a month and $17,098.74 year-to-date for Floyd. And as a cultural icon in the market center, it gives him another reason to talk to associates who are interested in joining Keller Williams Realty, or perhaps more importantly, to associates new to the market center. “It’s very exciting to see associates in my profit share tree start to catch on to the idea of wealth building.”

DEDICATION TO EXCELLENCE
The Ottawa market center’s growth trajectory is strong. With 260 agents and close to 700 listings, agents are tapping into resources to build successful real estate careers that power their financial dreams. “We teach the Keller Williams University profit share courses on a regular basis,” Daljit says. And according to Floyd, “Each time the checks are handed out, there is competition to see who is coming out ahead.” That kind of buzz fuels the positive power of profit share and further increases the drive to grow the market center. “I can’t emphasize enough how important it is to produce a highly productive culture, generate leading education and training, and maintain the Keller Williams value proposition. Deliver on those things first and profit share will fall into place,” says Daljit. kw
A few days ago, when I was reviewing our company’s numbers with Ann Yett, our CFO, I asked her if she thought we were possibly confused about the business that we’re in. Throughout 2009, the rest of the real estate industry has been retrenching – closing offices, losing agents and falling prey to the “downturn.” In fact, NAR membership is down by 1.3 percent between January and September, while our agent count has increased by 5 percent.

And every step along the way, we’ve gotten stronger. Mark Willis, our CEO, announced at Family Reunion in February that Keller Williams Realty is now the third-largest real estate company in the United States. Three months later we were thrilled to announce that Keller Williams Realty had more brokers represented on the REAL Trends 500 report than any other company. We were the only major real estate franchise company to report an increase in the number of associates and the number of sides for both the REAL Trends 500 and the RISMedia Power Broker Report.

And then came the news that J.D. Power and Associates awarded YOU, Keller Williams associates, the distinct honor of “Highest Overall Satisfaction for Home Buyers Among National Full Service Real Estate Firms, Two Years in a Row.”

The best news of all is how many new associates have decided to join forces with us this year. It’s our agent count that tells our future, and between Jan. 1 and Sept. 30, 2009, we added 22,786 new associates to our talent pool. Just look at these fabulous faces that we’ve added to the Keller Williams family. We received many more photos than we even had room for!

At the same time we’ve experienced steady upward spikes in profit share income. During September alone, our market centers gave back $3.3 million in profit share to the associates who have stepped up to a stakeholder role in the profitability of the market center by attracting new talent. That’s an increase of $900,000 over the same month in 2008!

So WELCOME to all of our new talent. You have chosen wisely! Wherever you are in your career at this point, we are here to help you grow, and are thrilled to be in business with you!
California-Northern and Hawaii (Total 1,102):

Antioch, CA 40, Auburn, CA 14, Berkeley
Golden Gate 14, Brentwood 29, Carmel 21, Castro Valley 29, Chico 15, Cupertino 45, Danville 50, Elk Grove 43, Folsom 40, Fremont 36, Fresno 40, Maui 20, Modesto 28, Norwalk - La Mirada 24, Palos Verdes 52, South Bay 106

California-Northern and Hawaii (Total 1,102):

San Francisco 17, San Jose - Gateway 42, San Jose - Silicon Valley 32, Santa Cruz 14, Santa Rosa 52, Stockton 32, Truckee 10, Walnut Creek 21, Yuba Sutter 14

California-Southern (Total 622):

Carlsbad 38, Carmel Valley / Del Mar 79, Escondido/North County 78, Huntington Beach 39, Irvine 48, La Jolla 54, La Mesa / East County 91, Los Alamitos 33, Mission Viejo 58, San Clemente 18, San Diego Metro 54, San Diego North Inland 32

California-Westside LA (Total 524):


Canada (Total 497):

Abbotsford 36, Calgary SE, AB 29, Kitchener 17, Mississauga NW 26, Oshawa 24, Ottawa 52, Ottawa South 11, Ottawa, Westside Ont 17, Port Coquitlam 124, Toronto Centre 33, Toronto North 27, Toronto-Bay/Riverdale 46, Victoria Business Center 2, Whitby 49

Carolina (Total 1,090):


Colorado (Total 930):


Florida-North (Total 926):

Apollo Beach 35, Bradenton - Manatee 11, Brandon 51, Daytona Beach 5, Gainesville 13, Greater Manatee 24, Inverness 10, Jacksonville - Mandarin 29, Jacksonville Beach 21, Kissimmee 18, Lakeland 30, New Tampa 54, Ocala 38, Orange Park - Jacksonville 27, Orlando Central 39, Orlando North 51, Orlando South 32, Orlando Vista Lakes 31, Orlando Waterford 40, Oviedo 30, Plant City 2, Sarasota Lakewood Ranch 46, Seminole 88, South Tampa 38, Southwest Orlando 23, Spring Hill 41, St. Augustine 6, Tallahassee 44, Tampa Central 37, Winter Haven 12

Florida-South (Total 1,055):

Aventura 56, Belmar 56, Boca Raton 32, Bonita Springs 70, Boynton Beach 21, Clearwater 38, Coral Gables-Coconut Grove 15, Dade City 5, East Boca Raton 12, Ft. Lauderdale Northeast 48, Ft. Myers/Cape Coral 39, Jupiter 73, Marco Island 21, Melbourne 25, Miami Beach 52, Miami Kendall 61, Miami NE 48, NW Tampa 66, Palm Beach Central 13, Palm Beaches 51, Pembroke Pines / Miramar 84, Plantation 43, Sebring 11, Treasure Coast 36, Wellington 17, Weston 58

Greater Heartland (Total 481):

Fayetteville, AR 10, Greater Springfield 26, Joplin 23, Kansas City - Eastland 22, Kansas City - Northland 28, Kansas City - Southland 6, Lee’s Summit 29, Little Rock 28, Olathe 58, Omaha, NE 16, Overland Park 33, Prairie Village 24, Shawnee Mission 24, St. Charles, MO 24, St. Louis - Kirkwood 57, St. Louis Southwest 24, Wichita 13, Wichita East 36

Greater-Pennsylvania (Total 1,065):


Gulf States (Total 464):

Baton Rouge 47, Daphne/Fairhope 22, Denham Springs 32, Destin 25, Hattiesburg 9, Jackson 12, Lafayette, LA 35, LaPlace, 8, Mandeville 21, Metairie 32, Mobile 23, Monroe 32, MS Gulf Coast-Biloxi 17, New Orleans 16, New Orleans - Westbank 18, North Mississippi 19, Northwest Louisiana 7, Panama City Beach 23, Pensacola 31, Sidell 16, Zachary 19

Maryland and D.C. (Total 434):

Annapolis 8, Baltimore, MD 19, Bel Air 41, Crofton/Ft. Meade 54, Ellicott City 22, Frederick 24, Gaithersburg 25, Germantown 11, Glen Burnie / Pasadena 20, Greater Howard County 26, North Bethesda 9, Rockville / Olney 7, Severna Park 8, Silver Spring North 12, Towson 29, Upper Marlboro 69, Waldorf 15, Washington Capital Hill 35

BIG TALENT, BIG NUMBERS!

Market center by market center, Keller Williams Realty is outpacing the industry with the best in the business!
**Michigan-Northern Ohio (Total 726):**
Ann Arbor 62, Brighton 15, Canton / Massillon 10, Clarkston 17, Commerce 23, Detroit 15, Farmington Hills 27, Fenton 20, Grand Rapids East 26, Great Lakes 15, Greater Cleveland 55, Greater Cleveland Northeast 26, Greater Cleveland South 15, Greater Cleveland Southwest 25, Greater Cleveland West 34, Kalamazoo 6, Lakeside 22, Lansing 22, Livonia 28, Macomb/St.Clair 19, Northville 51, Plymouth/ Canton 54, Saginaw 11, St. Joseph 7, Troy 34, W. Bloomfield 54, Warren/Sterling Heights 13, Woodward 16, Ypsilanti 8

**Mid-American (Total 382):**
Barrington 17, Champaign 10, Chicago - Gold Coast 33, Chicago - Hyde Park 23, Chicago - Lincoln Park 16, Chicago - Lincoln Square 17, Chicago - Oak Park 10, Chicago - West Loop 9, Elmhurst 14, Glen Ellyn 30, Homewood / Rossmoor 15, Lafayette, IN 18, Libertyville 14, Naperville 8, NW Indiana 30, Palatine 20, Park Ridge 20, Peoria 38, Rockford 14, St. Charles 26

**New England (Total 740):**
Andover 11, Auburn, ME 15, Bedford-Manchester 41, Beverly 21, Boston - Metro 30, Boston North West 18, Boston South West 26, Cambridge / Somerville 24, Central Rhode Island 42, Chestnut Hill 8, Easton 25, Farmington Valley 36, Framingham 24, Franklin-Milford 7, Greater Hartford 16, Greater Portland 36, Framingham 24, Franklin-Milford 7, Greater Hartford 16, Greater Portland 54, Merrimack Valley 15, Mid-Upper Cape Cod 47, Nashua 26, Newport 31, North Central 14, Northern Rhode Island 20, Pioneer Valley 44, Portsmouth 39, Quincy 30, Topsfield 15, Westborough 28, Worcester 33

**New York - Upper and Manhattan (Total 186):**
Buffalo Northtowns 13, Capital District 43, Greater Rochester 29, Saratoga County East 22, Saratoga Springs 64, Syracuse 15

**New York Tri-State (Total 773):**
Bayside, Queens 95, Bernardville 87, Central Valley 89, Cheshire 2, Clifton 29, Danbury 16, Eastchester / Scarsdale 21, Greater Nassau 28, Hudson County 6, Hudson Valley 23, Livingston 32, Maplewood-Mid Town Direct 51, Middlesex 33, Montgomery 28, Northern Westchester / Putnam 34, Norwalk 7, Ridgefield 12, Stamford 10, Stratford / Shelton 31, Summit 32, Trumbull 25, Wappingers Falls 11, West Mommouth 37, White Plains 24

**North Central (Total 363):**

**Northwest (Total 1,102):**
Anchorage 58, Auburn, WA 37, Bellevue Puget Sound 36, Bellingham 24, Bend 11, Boise 105, Bothell 77, Coeur D’Alene 36, Eugene 19, Everett 41, Federal Way 17, Gig-Harbor 16, Greater Seattle 54, Kent 32, Kirkland 26, Marysville 15, Medford 24, Mid-Willamette 17, Nampa 28, Olympia 13, Portland Central 23, Portland Clackamas 29, Portland Premiere 80, Portland West 30, Pugetville 29, Seattle Metro West 18, Southeast Sound 10, Spokane 73, Sunset Corridor 18, Tacoma 22, Vancouver, WA 65

**Ohio Valley (Total 469):**
Bowling Green 9, Cincinnati-Hyde Park / Mariemont 30, Columbus - Dublin/Hilliard 71, Columbus - Hilliard/Grove City 16, Columbus - New Albany / Gahanna 32, Columbus - Upper Arlington 8, Columbus - Worthington 44, Dayton - North 13, Dayton - Southeast 13, Indianapolis/Carmel 24, Indy Metro Northeast 18, Indy Metro South 48, Indy Metro West 18, Lexington 36, Louisville East 32, Louisville Highlands 31, Pickerington 26

**Oklahoma (Total 192):**
Bartlesville 11, Edmond 26, Norman 9, North Pointe 14, Oklahoma City Northwest 26, Oklahoma City South 24, Owasso/Tulsa 31, Tulsa Metro 23, Tulsa South 28

**Southeast (Total 1,665):**
Anniston 11, Atlanta - Buckhead 19, Atlanta - Canton 18, Atlanta - Cartersville 34, Atlanta - Chattanooga North 21, Atlanta - Decatur 37, Atlanta - Douglasville 11, Atlanta - East Cobb 27, Atlanta - Fayetteville 12, Atlanta - Hall County 13, Atlanta - In Town 22, Atlanta - McDonough 7, Atlanta - Metro East 29, Atlanta - Midtown 22, Atlanta - Newnan 24, Atlanta - North Forsyth 18, Atlanta - North Fulton 12, Atlanta - North Gwinnett 17, Atlanta - Northeast 31, Atlanta - Paulding 13, Atlanta - Peachtree Battle 25, Atlanta - Peachtree City 14, Atlanta - Peachtree Road 51, Atlanta - Perimeter East 19, Atlanta - Perimeter North 45, Atlanta - Roswell 56, Atlanta - Sandy Springs 43, Atlanta - Smyrna/Vinings 40, Atlanta - South Forsyth 20, Atlanta - South Fulton 28, Atlanta - Stockbridge 61, Atlanta - Sugarloaf 39, Atlanta - West Cobb 35, Atlanta - Woodstock 13, Auburn, AL 17, Augusta 36, Barrow-Jackson 16, Birmingham - Alabaster 70, Birmingham - Hoover 9, Birmingham - Mtn. Brook 9, Birmingham - Trussville 20, Birmingham - Vestavia 29, Chattanooga - Downtown 20, Chattanooga - East Brainerd 37, Clarksville 35, Cleveland 8, Dawsonville 2, Greater Athens 7, Huntsville 37, Knoxville-West 50, Madison 35, Montgomery 44, Nashville - Franklin 99, Nashville - Green Hills 31, Nashville - Hendersonville 24, Nashville - Mt. Juliet 16, Nashville - Murfreesboro 40, Nashville - Spring Hill 21, Savannah 50

**Southwest (Total 1,197):**
Arcadia / Camelback 20, Bullhead City 8, Chandler/Sun Lakes 119, East Valley 145, Gilbert/Chandler 9, Integrity First Realty -- Mesa/Gilbert 66, Lake Havasu City 26, Las Vegas Green Valley 54, Las Vegas Northwest 48, Las Vegas Southwest / Henderson 29, Las Vegas Southwest 4, Las Vegas Summerlin 64, Mesa - Integrity First 10, Phoenix Anthem 11, Phoenix South Mountain 37, Phoenix/Glendale-Peoria 57, Phoenix/Goodyear 80, Prescott 31, Red Mountain / Las Sendas 36, Reno North 44, Scottsdale - Integrity First 28, Scottsdale - Sonoran Living 38, Scottsdale - Southwest 88, Sonoran Living Phoenix 66, Sparks 14, Tempe - Scottsdale 46, Tucson 18

**Texas-North and New Mexico (Total 1,122):**
Albuquerque 31, Albuquerque Westside 17, Allen 30, Amarillo 19, Celina-Prosper-Gunter 8, Central 75, 18, Coppell 30, Dallas City Center 30, Dallas County South 19, Dallas DFW 99, Dallas Metro East 12, Dallas Metro North 35, Dallas North 17, Dallas NW 10, Dallas Park Cities 62, Dallas Preston Road 105, Denton 46, DFW Metro South 67, DFW Metro Southwest 29, El Paso 13, Ellis County 34, Fort Worth 30, Frisco 75, Heart of Texas 10, Johnson County 14, Lake Cities 13, Lubbock 18, McKinney North Collin County 32, Memphis Central 20, Memphis East 26, Midland 7, plano 35, Prestonwood 18, Rockwall 32, Tyler 34, Urban Dallas 13, Waco 14

**Texas-South (Total 1,426):**
Austin Northwest 75, Austin Southwest 131, Brazos Valley 25, Cedar Park / Leander 67, Coastal Bend 36, Conroe/Lake Conroe / Magnolia/Huntsville 34, Galveston 8, Heritage 166, Houston - Professionals 32, Houston Clear Lake 26, Houston Greater Northwest 31, Houston Katy 54, Houston Kingwood 34, Houston Memorial 51, Houston Metropolitan 96, Houston Southwest 71, Lake Travis 73, Pearland 61, Rio Grande Valley 30, Round Rock 64, San Antonio I-10 126, San Antonio Legacy Group 30, Signature 33, The Woodlands 72

**Utah (Total 413):**
Midvale-Sandy 78, Orem 55, Park City 72, Salt Lake City 69, South Ogden 90, South Valley 55, St. George 35

**Virginia (Total 727):**
Alexandria - Kingstowne 55, Alexandria - Old Town 43, Arlington 29, Chantilly 28, Charlotteville 29, Chesapeake / Greenbrier 18, Chesapeake/Western Branch 19, Fairfax Gateway 22, Fredericksburg 20, KWR of Lake Ridge 41, Leesburg 18, Loudoun Gateway 31, Manassas 36, Martinsburg 9, McLean 41, Reston/Herndon 63, Richmond North/ Hanover 20, Richmond West 53, Stafford North/Quantico South 19, Tysons - Vienna 35, Virginia Beach - Town Center 31, Virginia Beach / Hilltop 48, Winchester 19
Learn about RESPA NOW!

Unwitting violations can cost you more than your career

Why should you care about the Real Estate Settlement Procedures Act (RESPA)? Maybe because a single RESPA violation carries a fine of up to $10,000 and/or one year in prison.

RESPA is a consumer protection act first passed in 1974. Its purpose was and is to help consumers become better shoppers for settlement services and to eliminate kickbacks and referral fees, which increase the costs of some settlement services.

Revisions to the disclosure of fees and accuracy of those fees charged to buyers at the time they apply for a loan went into effect in July of this year. It’s critical that we take the time to learn about the implementation of revisions to the RESPA rules, as well as the new closing statement (HUD1A), which will become effective in January 2010.

Here are some critical points concerning the revisions that are underway:

• Section 8 of RESPA is the one that gets most real estate agents in trouble. This is the section which outlines the prohibitions against reciprocal business arrangements, fee-splitting and unearned fees. Very simply put, you should make it a business practice to never take a kickback from any of your settlement-service business acquaintances (mortgage, escrow, etc.) when your transaction involves a federally related mortgage loan.

• Don’t even think about calling mortgage lenders or escrow officers and asking, “What will you do for me if I give you all my business?” This implies a kickback and would most likely be a violation of Section 8 of RESPA.

• If you or your market center are considering a marketing agreement or affiliated business arrangement with mortgage or title or other settlement services, hire a RESPA attorney specialist to give you competent legal counsel.

The National Association of REALTORS® has a variety of good educational tools on RESPA. Take some time and visit (www.realtor.org) and check out the tools our national trade association has provided for our use. When you fully consider the cost of not knowing, you’ll realize that learning all that you need to know about RESPA is well worth the time and effort.
It’s one thing to read and hear about the life-changing impact that BOLD is having on the careers of real estate professionals throughout North America. It’s quite another to experience it firsthand.

On Sept. 10, 2009, 140 agents from nine market centers in Eastern North Carolina within an 80-mile radius of Cary (North Raleigh, Durham, Chapel Hill, Fayetteville, Pinehurst, Wilmington, Greenville and Burlington) signed on for a BOLD leap. Four weeks into the program, high hopes and heavy commitments were more than matched with phenomenal results, says James Shaw, team leader of the Cary, N.C., market center.

“I can’t over-exaggerate the impact,” Shaw says. “I’ve been so impressed with our agents.” Of the Cary market center’s 96 agents, 47 enrolled in the program. “We already had a great market center with great agents. BOLD has bumped that up several notches.”

The first few weeks of the program were rough, he recalls. “Before you can have BOLD breakthroughs, you have to have BOLD breakdowns,” which describes the initial energy in the market center as 47 agents stepped out of their comfort zones. But by week three, the tide had turned, as participants logged 69 listings and 52 accepted offers. “Our market center wrote $19.6 million worth of business in September, compared to $11.7 million in August. September is usually the month that business begins to taper off, but we kicked August’s butt this year,” Shaw says. “In fact, with 56 units, this has been our best September ever – more than double the 26 units from September 2008.”

And October is on track to far surpass September. “Every single Keller Williams Realty agent should take BOLD,” Shaw asserts. “We are going to finish 2009 so strong.”
### Top 50 Producing Teams*

*Based on transmittals received for all August/September 2009 closed transactions identified with the specific team

<table>
<thead>
<tr>
<th>Name</th>
<th>City, State</th>
<th>GCI</th>
<th>Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. The Heller Real Estate Group</td>
<td>San Diego, Calif.</td>
<td>$465,099</td>
<td>27</td>
</tr>
<tr>
<td>2. Rushforth Team</td>
<td>Ottawa, Ontario</td>
<td>$455,923</td>
<td>61</td>
</tr>
<tr>
<td>3. Express Realty Services</td>
<td>Reston, Va.</td>
<td>$414,904</td>
<td>73</td>
</tr>
<tr>
<td>4. Mike Clarke Group</td>
<td>Toronto, Ontario</td>
<td>$409,419</td>
<td>47</td>
</tr>
<tr>
<td>5. Pat Hibban Real Estate Group</td>
<td>Glen Burnie, Md.</td>
<td>$389,138</td>
<td>48</td>
</tr>
<tr>
<td>6. Fabulous Properties Team</td>
<td>Pleasanton, Calif.</td>
<td>$359,263</td>
<td>11</td>
</tr>
<tr>
<td>7. The Buehlers &amp; Associates, Inc.</td>
<td>Flower Mound, Texas</td>
<td>$343,586</td>
<td>50</td>
</tr>
<tr>
<td>8. Jennifer Young Team</td>
<td>Chantilly, Va.</td>
<td>$343,219</td>
<td>60</td>
</tr>
<tr>
<td>9. Rhodes Team</td>
<td>Dallas, Texas</td>
<td>$332,385</td>
<td>45</td>
</tr>
<tr>
<td>10. Seybert Team</td>
<td>Henderson, Nev.</td>
<td>$324,959</td>
<td>90</td>
</tr>
<tr>
<td>11. Mitchell Team</td>
<td>Toronto, Ontario</td>
<td>$307,870</td>
<td>40</td>
</tr>
<tr>
<td>12. Bocage Team</td>
<td>Fremont, Calif.</td>
<td>$304,624</td>
<td>50</td>
</tr>
<tr>
<td>13. The Belt Team</td>
<td>McLean, Va.</td>
<td>$300,095</td>
<td>19</td>
</tr>
<tr>
<td>14. Philbeck and Associates</td>
<td>Orlando, Fl.</td>
<td>$290,484</td>
<td>98</td>
</tr>
<tr>
<td>15. The Ida Terbet Team</td>
<td>Raleigh, N.C.</td>
<td>$289,900</td>
<td>37</td>
</tr>
<tr>
<td>16. The Franke Team</td>
<td>Conroe, Texas</td>
<td>$284,900</td>
<td>61</td>
</tr>
<tr>
<td>17. Marnie Bennett</td>
<td>Ottawa, Ontario</td>
<td>$283,603</td>
<td>52</td>
</tr>
<tr>
<td>18. The DeLois Smith All Star Team</td>
<td>Hattiesburg, Miss.</td>
<td>$282,502</td>
<td>48</td>
</tr>
<tr>
<td>19. Guldi Real Estate Group</td>
<td>Waldorf, Md.</td>
<td>$280,806</td>
<td>64</td>
</tr>
<tr>
<td>20. The Joe Iuliucci Team</td>
<td>Las Vegas, Nev.</td>
<td>$280,166</td>
<td>79</td>
</tr>
<tr>
<td>21. Floyd Group</td>
<td>Ottawa, Ontario</td>
<td>$279,676</td>
<td>37</td>
</tr>
<tr>
<td>22. Sue Adler Team</td>
<td>Summit, N.J.</td>
<td>$264,441</td>
<td>12</td>
</tr>
<tr>
<td>23. Brenkus Team</td>
<td>Henderson, Nev.</td>
<td>$261,892</td>
<td>84</td>
</tr>
<tr>
<td>25. The Parsons Real Estate Team</td>
<td>Pasadena, Calif.</td>
<td>$246,947</td>
<td>10</td>
</tr>
<tr>
<td>26. The Sunset Team</td>
<td>Los Angeles, Calif.</td>
<td>$243,508</td>
<td>6</td>
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<tr>
<td>27. The Bouma Group</td>
<td>Ann Arbor, Mich.</td>
<td>$243,503</td>
<td>41</td>
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<tr>
<td>28. McGregor Team, LLC</td>
<td>Chantilly, Va.</td>
<td>$242,041</td>
<td>26</td>
</tr>
<tr>
<td>29. The Middleton Team</td>
<td>San Diego, Calif.</td>
<td>$241,754</td>
<td>23</td>
</tr>
<tr>
<td>30. Mr. Beverly Hills</td>
<td>Beverly Hills, Calif.</td>
<td>$234,939</td>
<td>40</td>
</tr>
<tr>
<td>31. McCormick Team</td>
<td>Palo Alto, Calif.</td>
<td>$230,538</td>
<td>2</td>
</tr>
<tr>
<td>32. Home 4 Investment Team</td>
<td>Bellingham, Wash.</td>
<td>$229,063</td>
<td>39</td>
</tr>
<tr>
<td>33. The Jeff Silva Team</td>
<td>Blue Bell, Pa.</td>
<td>$226,695</td>
<td>28</td>
</tr>
<tr>
<td>34. Mendoza Team</td>
<td>Phoenix, Ariz.</td>
<td>$224,154</td>
<td>32</td>
</tr>
<tr>
<td>35. The Young Team</td>
<td>Blue Bell, Pa.</td>
<td>$217,906</td>
<td>22</td>
</tr>
<tr>
<td>37. McKissack Group Realty</td>
<td>Denton, Texas</td>
<td>$216,477</td>
<td>52</td>
</tr>
<tr>
<td>38. Hooper Group</td>
<td>Ottawa, Ontario</td>
<td>$215,181</td>
<td>27</td>
</tr>
<tr>
<td>39. Tommy Pennington Realty Group</td>
<td>Southlake, Texas</td>
<td>$214,551</td>
<td>27</td>
</tr>
<tr>
<td>40. Pinnacle Group</td>
<td>Fremont, Calif.</td>
<td>$211,894</td>
<td>43</td>
</tr>
<tr>
<td>41. Lentz Team Associates</td>
<td>Eagan, Minn.</td>
<td>$210,788</td>
<td>71</td>
</tr>
<tr>
<td>42. Fogg Team</td>
<td>Burbank, Calif.</td>
<td>$208,506</td>
<td>16</td>
</tr>
<tr>
<td>43. The DeBerry Team</td>
<td>Plano, Texas</td>
<td>$206,620</td>
<td>33</td>
</tr>
<tr>
<td>44. The Millman Team</td>
<td>Torrance, Calif.</td>
<td>$204,411</td>
<td>23</td>
</tr>
<tr>
<td>45. The Kink Team</td>
<td>The Woodlands, Texas</td>
<td>$203,933</td>
<td>31</td>
</tr>
<tr>
<td>46. The Michael Reese Group</td>
<td>Frisco, Texas</td>
<td>$202,316</td>
<td>25</td>
</tr>
<tr>
<td>47. Bizzy Blondes</td>
<td>Marina del Rey, Calif.</td>
<td>$201,670</td>
<td>14</td>
</tr>
<tr>
<td>48. Solwicj Group</td>
<td>Santa Rosa, Calif.</td>
<td>$201,632</td>
<td>31</td>
</tr>
<tr>
<td>49. The Builders Wife Team</td>
<td>Plano, Texas</td>
<td>$201,110</td>
<td>20</td>
</tr>
<tr>
<td>50. Stephen Cooley Team</td>
<td>Fort Mill, S.C.</td>
<td>$198,532</td>
<td>49</td>
</tr>
</tbody>
</table>
**Top 13 Stakeholders!**

**Agents with the most growth at the first level of their profit share tree during August and September 2009**

<table>
<thead>
<tr>
<th>Name</th>
<th>Region</th>
<th>Market Center</th>
<th>Agents Sponsored</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Edgar Hernandez</td>
<td>New York-Tri State</td>
<td>Bayside, Queens</td>
<td>18</td>
</tr>
<tr>
<td>2 Brent Mitchell</td>
<td>Texas-South</td>
<td>Austin Southwest</td>
<td>13</td>
</tr>
<tr>
<td>3 Kristian Peter</td>
<td>California-Southern</td>
<td>La Mesa / East County</td>
<td>11</td>
</tr>
<tr>
<td>4 Judy Simmons</td>
<td>Carolinas</td>
<td>Charlotte - UNC Area</td>
<td>11</td>
</tr>
<tr>
<td>5 Barry Mathis</td>
<td>California-Northern and Hawaii</td>
<td>Roseville</td>
<td>9</td>
</tr>
<tr>
<td>6 Susan Canny</td>
<td>Colorado</td>
<td>Parker</td>
<td>7</td>
</tr>
<tr>
<td>7 Kathleen Rita Kelly</td>
<td>Greater Pennsylvania</td>
<td>Media</td>
<td>6</td>
</tr>
<tr>
<td>8 Estelle Zendejas</td>
<td>San Diego, Calif.</td>
<td>West Ventura County</td>
<td>5</td>
</tr>
<tr>
<td>9 John Connolly</td>
<td>California-Inland Empire</td>
<td>Victor-Valley</td>
<td>5</td>
</tr>
<tr>
<td>10 John P. Walsh</td>
<td>Greater Heartland</td>
<td>St. Louis - Kirkwood</td>
<td>5</td>
</tr>
<tr>
<td>11 Leah Watson</td>
<td>Southwest</td>
<td>Atlanta - Perimeter North</td>
<td>5</td>
</tr>
<tr>
<td>12 Linda K. Adcock</td>
<td>SouthWest</td>
<td>Chandler/Sun Lakes</td>
<td>5</td>
</tr>
<tr>
<td>13 Michael Bossart</td>
<td>Texas-South</td>
<td>Houston Memorial</td>
<td>5</td>
</tr>
</tbody>
</table>

**Top 30 Moneymakers***

***Data from CEO report used for award purposes for the 12 months of October 2008 through September 2009***

**(KW owner profit adjusted for federal/state taxes)**

<table>
<thead>
<tr>
<th>Name</th>
<th>City, State</th>
<th>OP</th>
<th>TL</th>
<th>MCA</th>
<th>Tax Adjusted Profit</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Austin Southwest</td>
<td>Austin, Tex.</td>
<td>Mary Tennant</td>
<td>Eric Copper</td>
<td>Jeanie Harvey</td>
<td>$903,512</td>
</tr>
<tr>
<td>2 Antelope Valley</td>
<td>Palmdale, Calif.</td>
<td>Sam Rafeh</td>
<td>Amy Constantine</td>
<td>Lorena Byrod</td>
<td>$873,564</td>
</tr>
<tr>
<td>3 Ottawa</td>
<td>Ottawa, Ont.</td>
<td>Jeff Hooper</td>
<td>Sunny Daljit</td>
<td>Debra Bourne</td>
<td>$639,206</td>
</tr>
<tr>
<td>4 Roseville</td>
<td>Roseville, Calif.</td>
<td>Wayne Hall</td>
<td>Brent Gove</td>
<td>Chris Apsley</td>
<td>$601,382</td>
</tr>
<tr>
<td>5 Heritage</td>
<td>San Antonio, Texas</td>
<td>Mark Willis</td>
<td>Anna Reiswig</td>
<td>$542,193</td>
<td></td>
</tr>
<tr>
<td>6 Austin Northwest</td>
<td>Austin, Tex.</td>
<td>Mary Tennant</td>
<td>Linda Bartlett</td>
<td>Linda Timmerman</td>
<td>$538,183</td>
</tr>
<tr>
<td>7 Vancouver, Wash.</td>
<td>Vancouver, Wash.</td>
<td>Patti Siebold</td>
<td>Brian Combos</td>
<td>Laura Uphoff</td>
<td>$510,659</td>
</tr>
<tr>
<td>8 Dallas Preston Road</td>
<td>Dallas, Texas</td>
<td>David Osborn</td>
<td>Brett Caldwell</td>
<td>Elaine David</td>
<td>$477,640</td>
</tr>
<tr>
<td>9 Atlanta - Sandy Springs</td>
<td>Atlanta, Ga.</td>
<td>Shaun Rawls</td>
<td>Steve Kout</td>
<td>Kenneth Gardner</td>
<td>$441,199</td>
</tr>
<tr>
<td>10 Clarksville</td>
<td>Clarksville, Tenn.</td>
<td>Mark Kelly</td>
<td>Kevin Van Aken</td>
<td>Kenny Hogan</td>
<td>$415,634</td>
</tr>
<tr>
<td>11 Asheville</td>
<td>Asheville, N.C.</td>
<td>Michael Tavener</td>
<td>Michael Zullo</td>
<td>Ellen Dumaine</td>
<td>$414,716</td>
</tr>
<tr>
<td>12 Greater Portland</td>
<td>Portland, Maine</td>
<td>Dottie Bowe</td>
<td>Leanne Barschdorf Nichols</td>
<td>Sharon Kimball</td>
<td>$400,946</td>
</tr>
<tr>
<td>14 Dallas DFV</td>
<td>Southlake, Texas</td>
<td>David Osborn</td>
<td>Lesli Akers</td>
<td>Kathy Boutsabouabane</td>
<td>$359,406</td>
</tr>
<tr>
<td>15 Albuquerque</td>
<td>Albuquerque, N.M.</td>
<td>David Osborn</td>
<td>Tina Eberly</td>
<td>Julie Baker</td>
<td>$347,488</td>
</tr>
<tr>
<td>16 San Antonio Legacy Group</td>
<td>San Antonio, Texas</td>
<td>Jerri Smallwood</td>
<td>Steven Gagg</td>
<td>Joan Adams</td>
<td>$344,842</td>
</tr>
<tr>
<td>17 Richmond West</td>
<td>Richmond, Va.</td>
<td>Tipper Williams</td>
<td>Michael Maloney</td>
<td>Frances Henderson</td>
<td>$343,622</td>
</tr>
<tr>
<td>18 Santa Clarita</td>
<td>Valencia, Calif.</td>
<td>Steve White</td>
<td>Frank Crandall</td>
<td>Judy Fiddler</td>
<td>$340,704</td>
</tr>
<tr>
<td>19 Houston Metropolitan</td>
<td>Houston, Texas</td>
<td>Mark Willis</td>
<td>Candace Caspersen</td>
<td>Philip Garner</td>
<td>$340,345</td>
</tr>
<tr>
<td>20 Baton Rouge</td>
<td>Baton Rouge, La.</td>
<td>Larry Champagne</td>
<td>Mary Garner Devoe</td>
<td>Cindy Newchuch</td>
<td>$333,278</td>
</tr>
<tr>
<td>21 Scottsdale - Southwest</td>
<td>Scottsdale, Ariz.</td>
<td>James D. Dunning</td>
<td>Philip Rankin Cooney</td>
<td>Kristine Vowles</td>
<td>$332,465</td>
</tr>
<tr>
<td>22 San Antonio IH-10</td>
<td>San Antonio, Texas</td>
<td>Mark Willis</td>
<td>Wendi Harrelson</td>
<td>Bruce Mays</td>
<td>$324,973</td>
</tr>
<tr>
<td>24 The Woodlands</td>
<td>The Woodlands, Texas</td>
<td>Judith Hopkins</td>
<td>Diane Flicker</td>
<td>Christopher Webster</td>
<td>$323,182</td>
</tr>
<tr>
<td>25 Summit</td>
<td>Summit, N.J.</td>
<td>Cara Moxley</td>
<td>Debra Ann Meckbach</td>
<td>Joanne Morgenroth</td>
<td>$321,294</td>
</tr>
<tr>
<td>26 Grand Rapids East</td>
<td>Grand Rapids, Mich.</td>
<td>Karol Cooley</td>
<td>Jon Jackson</td>
<td>Lynne Heinz</td>
<td>$313,367</td>
</tr>
<tr>
<td>27 Carmel Valley / Del Mar</td>
<td>San Diego, Calif.</td>
<td>Chris Heller</td>
<td>Lisa Kay Becker</td>
<td>Jude Pascua</td>
<td>$312,685</td>
</tr>
<tr>
<td>28 Edmond</td>
<td>Edmond, Okla.</td>
<td>Mo Anderson</td>
<td>Susan Miller</td>
<td>Sharon Caldwell</td>
<td>$307,821</td>
</tr>
<tr>
<td>30 Bedford-Manchester</td>
<td>Bedford, N.H.</td>
<td>Alan Rice</td>
<td>Mark Mulchay</td>
<td>Debi Levine</td>
<td>$306,170</td>
</tr>
</tbody>
</table>
You can’t put a price on something like this.

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Jan. 11 - 12

The OP Clinic focuses on market center profitability, developing a great team leader, holding the team leader accountable and expense management.

FIERCE CONVERSATIONS

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Jan. 11 - 12

Today’s market calls for conversations that matter. Take advantage of an exclusive opportunity to be a part of the exciting Fierce Conversations® program, based on the nationally best-selling book *Fierce Conversations: Achieving Success at Work & in Life, One Conversation at a Time*, written by Susan Scott.

MARKET CENTER FINANCIALS

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--- | --- | --- | --- | --- | --- | ---
Jan. 13 - 14

Do you review your financial statements on a regular basis? Are you taking advantage of every opportunity to maximize your market center’s profitability? It all starts with the fundamentals of financials.

Join Keller Williams University instructor John Prescott in Austin, Texas, on Jan. 13 - 14 for Market Center Financials. During this KWU course, you’ll learn the methods for recognizing and analyzing the key numbers that indicate the financial health of your market center.

Led by: John Prescott in Austin, Texas

**FRANCHISE SYSTEMS ORIENTATION**

**OP** | **MCA** | **AGT** | **TL** | **ALC** | **TC** | **PC**
--- | --- | --- | --- | --- | --- | ---
Jan. 11 - 14

Joining Keller Williams Realty is an exciting time and there’s a lot to learn to get on board with training, education, events, culture and more! During this week-long event, you’ll learn about the models and systems that drive market center productivity and what you can do to take advantage of all the opportunities that are available to you as a Keller Williams associate.

FSO Events Include:

- **OPERATIONS BOOT CAMP**
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- **MCA SUCCESS IN THE OFFICE**
- **POWER DAYS**

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- Mo Anderson and Mark Willis’ State of the Company Address
- Education
- Inspiration
- Exhibits

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When the sheriff shows up to evict residents from the home that their bank has foreclosed on, taking a dog or cat to the city pound is often part of the process. Abandoned pets tend to go hand-in-hand with abandoned homes, notes Sandy Zalagens, associate with the Los Feliz (Calif.) market center. In the neighborhoods surrounding her market center, she and other associates have found dogs left inside of vacant homes, tied to a fence next to a sign that reads, “We’ve moved, please take the dog,” or simply abandoned on the streets — leading to an upsurge in litters of stray puppies.

With more than 60 percent of all households in the United States owning pets, and foreclosures for 2009 running well in excess of 1 million, the impact on shelters is staggering, Zalagens explains.

Passionate about dog rescue long before the real estate market started to shift, Zalagens is now on a crusade to raise money, as well as awareness, for rescue organizations, while helping to place foster dogs in permanent homes. Along with fellow associate Steve Senigram, she registered 17 associates from the Los Feliz market center to participate in the Race for the Rescues in Pasadena on Oct. 4, a fund-raising event sponsored by The Rescue Train. Collectively, Los Feliz associates were the second-highest contributors, and reinforced their commitment to their community and the cause with a tent and highly visible signage that they staffed throughout the event.
a haunted graveyard." A professional makeup artist took care of putting the final, zombie like touches on more than 80 participating agents and staff. Vendors and surrounding merchants participated with pony rides, face painting, jump houses and games, and the surrounding city block closed down for children to trick-or-treat at the stores."

Drawing in a crowd of close to 7,000, McGlamory says, "it was quite the community event." He adds that throughout the month of October, roughly 75 promotional posters hung prominently throughout the city and several thousand attendees visited the market center-turned-haunted house on the night of the event. The value of that degree of visibility is beyond measure, McGlamory points out. It was also a great team-building experience, he says, and possibly most important, a fund-raiser for two causes that the market center is committed to: The Boys and Girls Club of Lakeland and a charity for challenged children.

Posters publicizing Terror on Pine Street created a buzz while boosting the market center’s visibility.
Back in 2007, when Steven Gendel, operating principal of the Livingston, N.J., market center, was looking to join forces with a real estate company, Keller Williams Realty shone brighter than the others—not just for the opportunities and training, but also because it appeared to him that the company cared about its people. "I knew this was a place where I could have a community, a foundation."

Two years later, when he was encouraged to apply for a KW Cares grant, he realized that the degree of caring ran deeper than he ever expected.

Gendel and his wife, Erica, were facing an ever-mounting array of financial challenges related to the care of their son, Joshua.

Born three months prematurely and weighing less than two pounds, Joshua came into the world with a number of physical disabilities, including cerebral palsy, epilepsy, spastic quadriplegia, severe acid reflux, and cortical vision impairment. Now 10 years old, Joshua has been through more than 40 surgeries.

"He’s always been a fighter," Gendel says. In the midst of caring for Joshua, Steven was socked with a physical setback of his own—herniating a disc in the process of lifting Joshua out of his wheelchair. He ended up needing back surgery.

Although the Gendels have insurance, it doesn’t come close to covering the cost of all that’s involved in taking care of their son.

"My financial adviser said that having a child with major medical needs is like having a child go into college the year they’re born. Financially, you’re behind the eight-ball from day one."

Last summer, Gendel received a grant from KW Cares, which he says was a “tremendous help.”

Before coming to Keller Williams Realty, Gendel worked in the high-tech industry, and lost his job in "corporate America" the day after Joshua underwent a lifesaving neurosurgery. After that, he vowed never to work in the corporate sector again, and to establish his own business. With three generations preceding him in the real estate business, he was drawn to real estate, and realized quickly that he made the right decision.

At this point, he says he can’t imagine working anywhere else.

"Every day is a gift," he says. "That’s the only way to look at it."
Our Dear Family,

Although it hardly seems possible, at every turn we’re reminded of the arrival of the season of gratitude and giving. Outside, nature is preparing to rest, and it would indeed be worthwhile and rewarding for us to follow this example – to take the time to relax a bit, to reconnect with family and friends, to reminisce and reassess the events of the past 10 months and to rejoice greatly over the many blessings bestowed upon us during this year.

While beginning to prepare for the November and December holiday season, our thoughts turn to the use of the term “Happy Holidays” as a seasonal greeting. Our Keller Williams family is truly blessed to share this life journey with those of a myriad of faiths. We work together, celebrate together and lovingly serve others together, always striving to do so with the greatest possible compassion. We cherish our diversity, and our unity within that diversity! And, looking deeper into the derivation of the word “holiday,” we happily discover that it fits us perfectly! “Holiday” is Middle English, having been derived from Old English – “haligdaeg” – a combination of “halig” (holy) and “daeg” (day). Thus, wishing someone a “Happy Holiday” actually translates into “Happy Holy Day”! How wonderful!

In whatever way you are led to celebrate your faith through this season’s “holy days” – September’s Ramadan, Thanksgiving, Christmas or Hanukkah – we sincerely wish for you the holiest of celebrations, as well as treasured time to recognize and honor the gift of gratitude for the incredible blessings in your life. May we never lose sight of God’s truly meaningful gifts. We are covered daily by God’s canopy of love and faithfulness; we are privileged to enjoy the freedom to practice our individual beliefs; we are blessed with opportunities to succeed professionally and we are surrounded and encouraged by loving families and friends. What more could we ever ask for?

Granted, 2009 has been a challenging year for each of us, but our dear friends, we cannot even begin to tell you how our hearts continually swell with pride over the way in which you continue being dedicated to the daily living and sharing of our Keller Williams life-changing culture! Over and over again, while often in the midst of your own personal and professional obstacles, your examples of unselfish caring for others have deeply touched our very souls and sent our spirits soaring! During this amazing holy season, we want you to know, our precious family, that YOU are among the greatest blessings in our lives and we never cease giving thanks for you!

From the hearts of everyone on the Keller Williams Realty International support center team, to each of you and your families, “Happy Holidays” – and may your celebrations be overflowing with joy, love and gratitude!

Bless you!

Mo Anderson
Vice Chairman, Keller Williams Realty

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