**FOR IMMEDIATE RELEASE**

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**Keller Williams <Affiliate Name> Enters <Market>**

<CITY, STATE/PROVINCE> (Date) — Keller Williams, the largest real estate franchise by agent count in the world, announced today that it has expanded its network to the <City/Region> area with the opening of Keller Williams <Affiliate Name>.

<To include a quote from Keller Williams CEO and President John Davis, please contact Darryl Frost at (512) 306-7193 or [Darryl.frost@kw.com](mailto:Darryl.frost@kw.com).>

The newest Keller Williams market center will be led by <OP Full Name>, operating principal, and <Full Name>, <CEO / team leader / etc.> of Keller Williams <Affiliate Name>.

<Insert leadership commentary on the local/regional housing market, insights on home prices, supply and demand, mortgage rates and other economic factors affecting housing. Discuss how Keller Williams will make a difference in the market.>

Keller Williams keeps its agents performing at the highest level by offering them leading-edge training and technology. In 2017, *Training* magazine named Keller Williams the No. 1 training organization across all industries in the world. The company’s models, systems and culture attract and retain the best agents in the business.

“We are proud of the way we do business and we hope <City/Region’s> residents will think of us when they think of real estate,” said <OP Name>.

<Real Estate Firm>’s affiliation with Keller Williams is effective immediately. The office is located at <Street Address>. To contact <Real Estate Firm>, call <555.555.5555> or email <Email Address>.

**About Keller Williams Realty, Inc. <Use localized version>**<For the most up-to-date boilerplate on Keller Williams, please go to <http://www.kw.com/kw/newsroom.html>, click on the latest press release and use the most updated version in the “About Keller Williams Realty, Inc.” section at the bottom of the page of the latest release.>