Who is the No.1 brand in real estate?

You are.
Who is the No.1 brand in real estate?

Much has been said about who’s the No.1 brand in real estate.

There are a myriad of metrics that any company can use to place themselves in the top spot, and the press releases and ad campaigns can go on forever.

Yet here’s the truth: what matters most is YOU.

Different by Design

The Keller Williams Realty business model is based on our conviction that real estate is a local, service business, and that an international brand identity has very little importance or impact on that business. That’s why we’ve never invested in national, consumer advertising, and instead put all our focus on developing the models and delivering the training, coaching and technology that powers a profitable, successful real estate business.

“We stand behind our agents, not in front of them.”
- Gary Keller, Chairman and Co-Founder
Proof of the Truth

Consumers do business with YOU – not with a brand.

According to the 2010 NAR Profile of Home Buyers and Sellers:

- 48 percent of buyers and 64 percent of sellers found their agent through a referral or personal contact with a friend, neighbor or relative, NOT through advertising or the Internet.
- 64 percent of buyers and 66 percent of sellers only contacted one real estate agent before deciding who to work with.
- Only 3 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.
Technology that drives YOUR business

Our goal is to connect consumers with the information they want on the Web and with our associates as quickly as possible. We use KW.com, KellerWilliams.ca, our market center Websites, our associate Websites and listing syndicates to drive leads right to YOU – where they belong.

We actually deliver more leads to our associates than big national brands. We don’t do it the same way, but it does guarantee our associates maximum lead opportunity.

So while we don’t compete with you for traffic, we’re still driving more consumers to KW sites than any other brand.

In July of 2011...

RE/MAX.com Traffic: 1.7 million unique visitors

KW Online Network Traffic: 3.4 million unique visitors

Sources: Compete.com and internal KW Web traffic reporting
We don’t take your hard-earned dollars to pay for advertising – we build the tools that help you do it yourself. eEdge is Keller Williams Realty’s complete lead, contact, marketing and transaction system.

From lead alerts that prompt you to respond while leads are hot to automated drip campaigns that help you get appointments and keep clients for life – eEdge gives you a competitive edge.

Your clients can even access their paperless transactions through YOUR Website – so anytime they need their documents, they go back to you.
Why be with a big company at all?

Proven models and systems will take all of us to the next level.

Keller Williams Realty is the only company in the real estate industry that is built on proven organizational and economic models. And through Gary Keller’s nationally best selling-book, *The Millionaire Real Estate Agent*, and our accompanying award-winning training, technology and marketing toolkit, we deliver world-class support for agents.

*Training magazine* – Highest-ranking real estate franchise on the annual Training Top 125, No. 47 overall among all industries, 2011

*Inman News* – eEdge, KW’s proprietary lead-to-close business solution, recognized the real estate industry’s Most Innovative Web Service, 2011

*The American Business Awards* – Sales Training/Coaching Program of the Year for MAPS Coaching, 2009
Do industry rankings really matter?

At Keller Williams Realty, we use this as a measuring stick to see how well we’re doing at serving our associates.

Because we know that when we provide the highest levels of support, the company will grow exponentially at a grassroots level.

Since the massive shift in the real estate market began in 2005, KW has posted positive growth, and now stands as the second-largest real estate franchisor in the United States. The evidence is clear: more and more real estate professionals are choosing KW as the place where they believe their businesses will flourish.


<table>
<thead>
<tr>
<th>Franchise</th>
<th>2005</th>
<th>2010</th>
<th>% Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Keller Williams Realty</td>
<td>57,600</td>
<td>77,672</td>
<td>+ 34.8%</td>
</tr>
<tr>
<td>RE/MAX</td>
<td>103,000</td>
<td>54,648</td>
<td>- 46.9%</td>
</tr>
<tr>
<td>Century 21</td>
<td>119,200</td>
<td>67,305</td>
<td>- 43.5%</td>
</tr>
<tr>
<td>Coldwell Banker</td>
<td>111,900</td>
<td>83,230</td>
<td>- 25.6%</td>
</tr>
</tbody>
</table>
Because of KW’s unique profit sharing model, you’re a stakeholder in our business. The more we grow, the more you get.

We open our books, give our associates a say in the decision making, and then share our profits. Almost 50 percent of the profits in our market centers go back to Keller Williams Realty associates who are helping us grow.

And that helps your life grow… bigger than you ever imagined.

The Power of Passive Income

In 2010, Keller Williams Realty gave back $34.6 Million to our associates. 2010, end-of-year-total in USD. This is not an earnings claim.
The Company You Keep

We believe in:

- Models and systems that work
- Building the most dominant real estate company in our market, with you at the helm
- Careers worth having, businesses worth owning and lives worth living
- God, family and then business

We invite you to join us.