



people



ideas



lead



envision



grow



succeed

enjoy



share



# 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 opportunity for accumulating wealth

dependent

## Keller Williams Realty

- 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

interdependent

## 100% Companies

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

independent



## Outpacing the Industry



**J. D. Powers and Associates** - Highest Overall Satisfaction For Home Buyers Among National Full Service Real Estate Firms, Two Years in a Row\*

**Entrepreneur Magazine**- Ranked #1 real estate franchise in the Franchise 500 survey



**Swanepoel Trends Report** - Most Recognizable Real Estate Franchise for 2009, #1 Industry Trendsetter for 2009



**Inc. Magazine** - One of the Top 5000 Fastest Growing Private Companies in America, 2009



**American Business Awards**- Sales Training/Coaching Program of the Year



**Franchise Times** - Top Quartile of Franchise Operations in the U.S., 2009

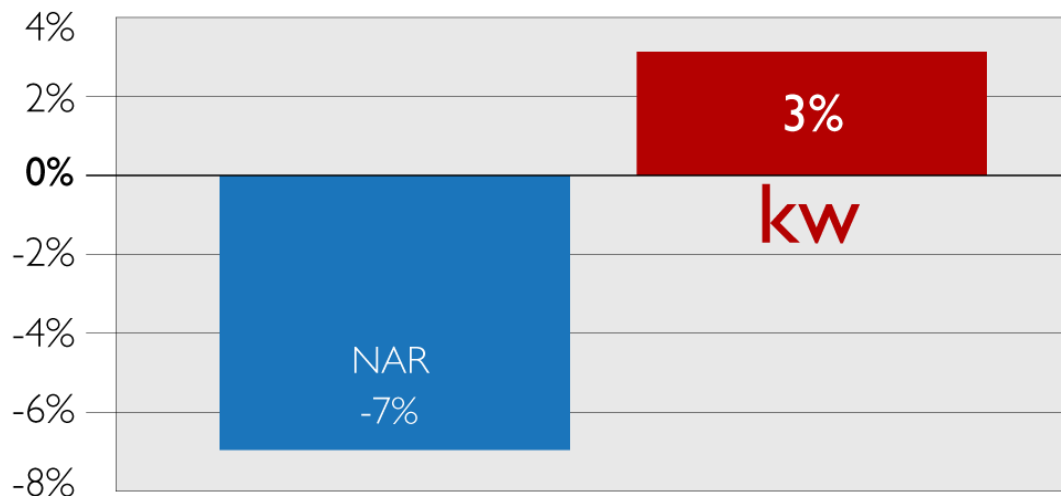


## While others are slowing ... Keller Williams Realty is growing.

In 2009, the National Association of Realtors® saw a 7 percent contraction in its membership from the previous year, while Keller Williams Realty saw growth of 3 percent – to more than 76,000+ associates.

### CHANGE IN AGENT COUNT

2008-2009



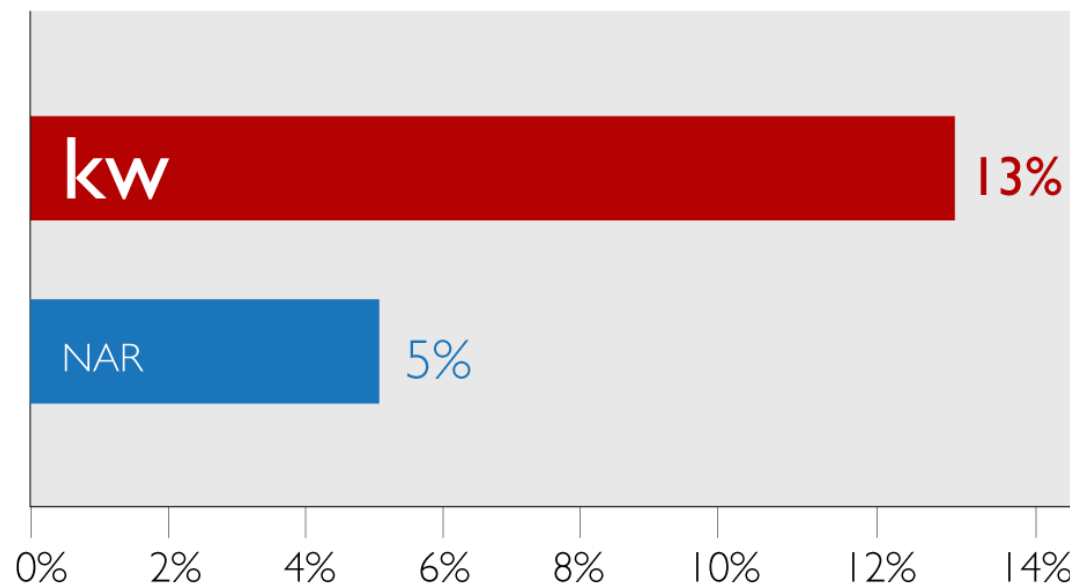
Defying the Downturn

## Our agents' businesses are growing

As KW's agent count and productivity continue to rise, Keller Williams agents are closing more units – outpacing the growth of the industry as a whole.

### CHANGE IN UNITS CLOSED

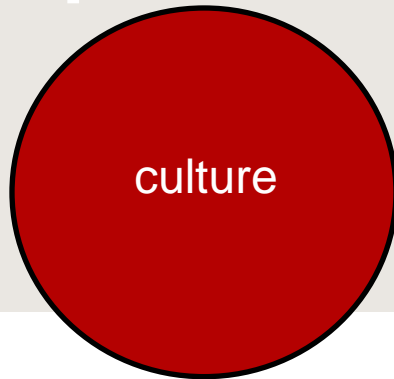
2008-2009



# Not Your Ordinary Real Estate Company

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

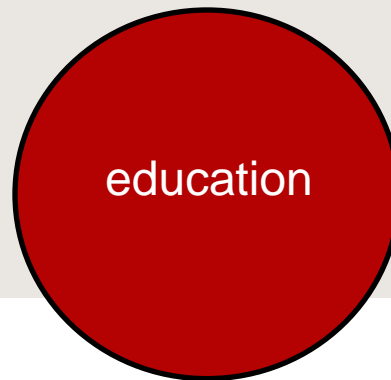
1



2



3



Through **Culture**, **Profit Share**, and **Education**, we build the careers of our people. This is an approach that brings our associates the success they want and deserve.



Culture

# SHARED VISION



Gary Keller, co-founder and  
chairman

## Mission

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

## Vision

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

## Values

God, family, and then business.



## SHARED BELIEFS



Mo Anderson, Vice Chairman

## The WI4C2TS Belief System

**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



## SHARED PERSPECTIVE



Mark Willis, CEO

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

“ We believe in **results through people.**”

“We are a company that thinks like a top producer, acts like a trainer-consultant, and **focuses all its activities on service**, productivity, and profitability.”



## SHARED DECISION MAKING AND PROFITS



Mary Tennant, President and COO

“The ALC is the heartbeat of the market center – **involved and invested in every decision** that affects our agents.”

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

## 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.



kw | PROFIT SHARE

THE POWER OF PASSIVE INCOME



## The Power of Passive Income

You could listen to the rumors – or you could profit from the truth.

- The Keller Williams Realty profit share model was designed to reward associates for building the company.
- Your profit share is generated from the owner's profit - it does not come from agent commissions.
- The program allows any Keller Williams Realty associate, affiliate broker, or employee the opportunity to participate in the profits they help generate without assuming any financial risks.
- You are vested after three years, and your profit share can be passed on through generations by willing it to a designee.

*Profit sharing dollars may vary — this is not an earnings claim.*



# Income Beyond Your Commissions

2009 total profit share distributed **\$32.2 Million**

Stakeholders with a profit share tree 32,609

Stakeholders receiving profit share 23,456

*Numbers are as of year-end, Dec. 2009*

*Profit sharing dollars may vary — this is not an earnings claim.*

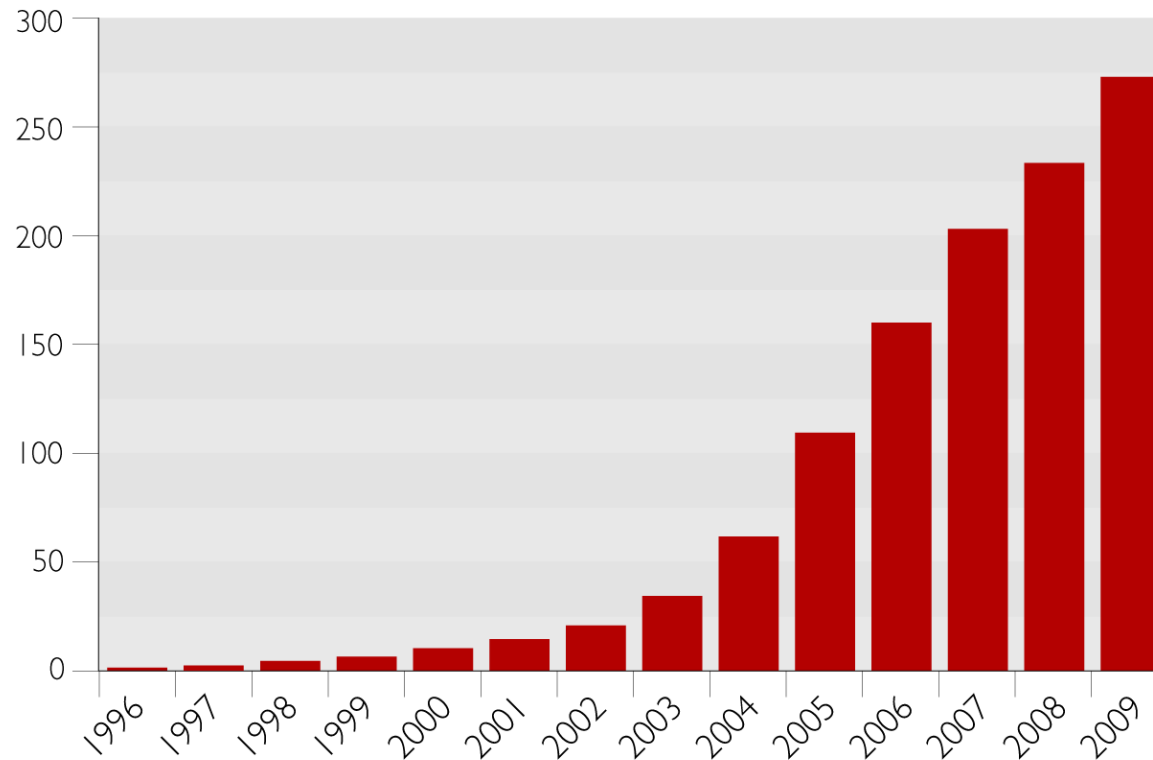


Profit Share

# Income Beyond Your Commissions

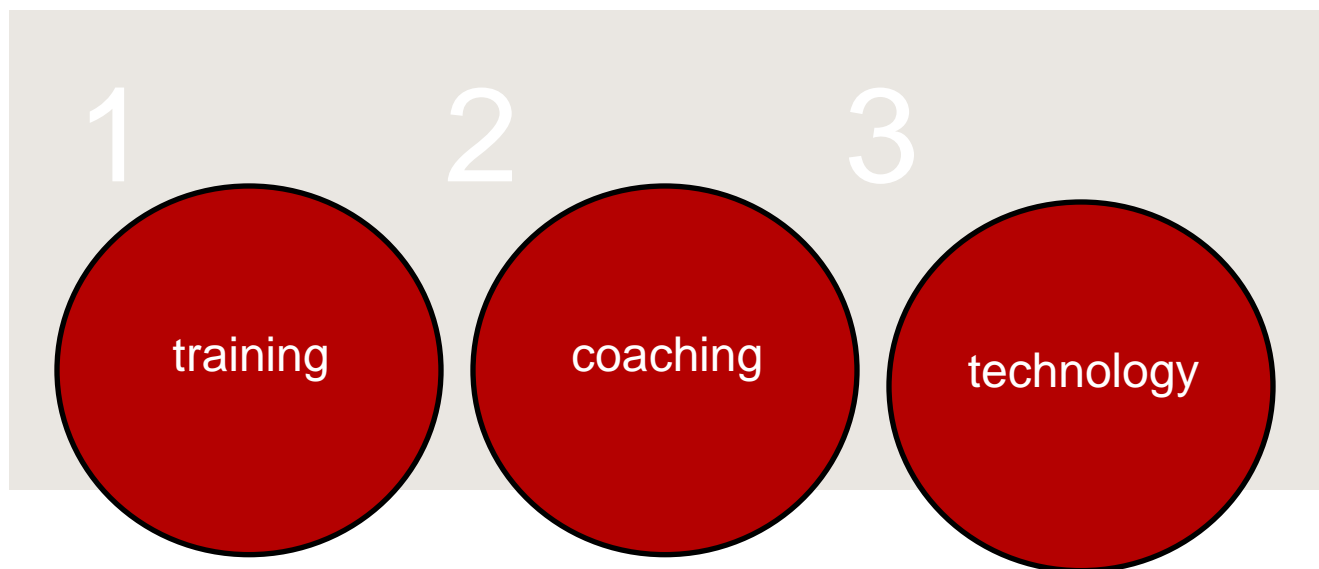
## KW PROFIT SHARE

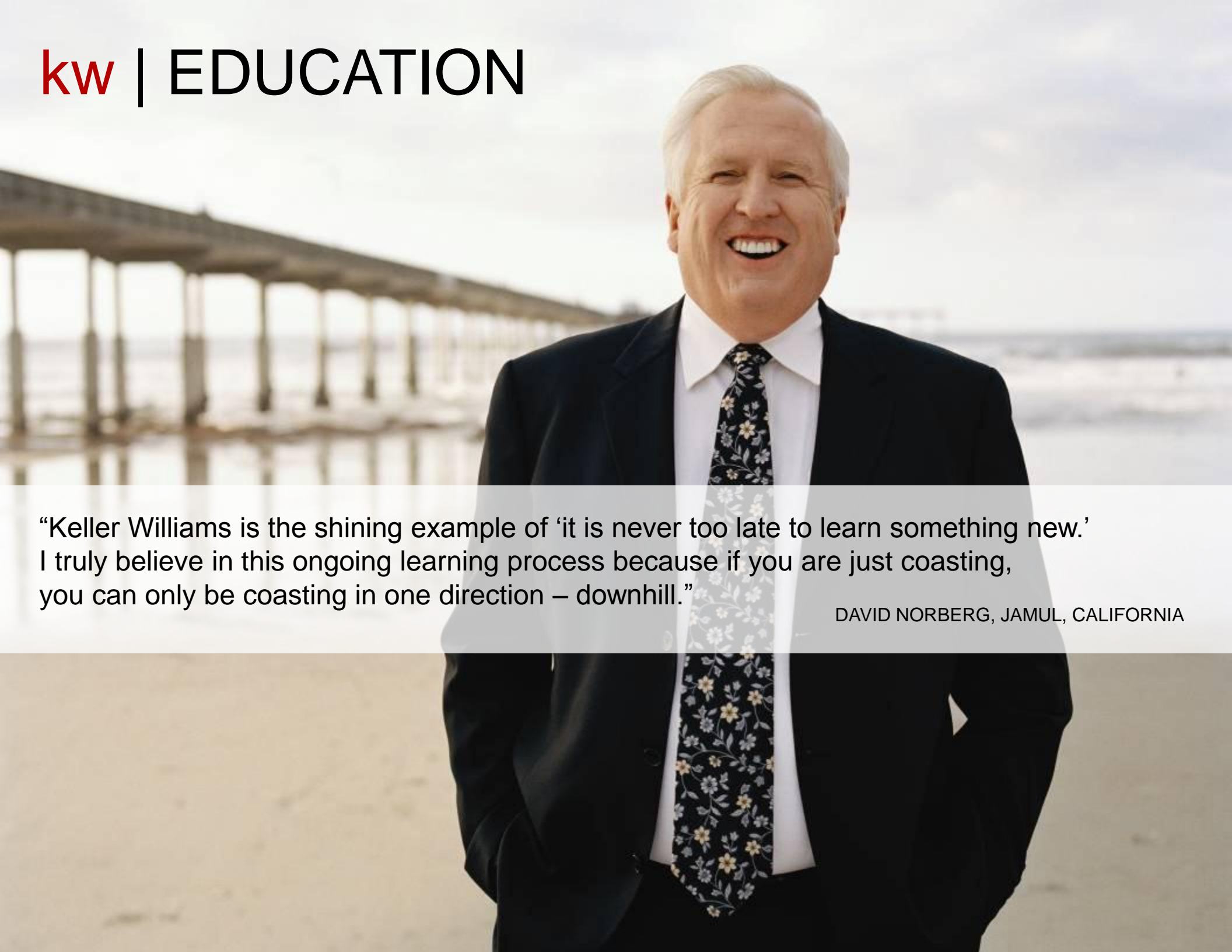
'96-'09 in Millions



## Discover our Difference

We believe that Keller Williams Realty can offer you an unprecedented opportunity, with training, coaching and technology that lead the way in the industry.



A photograph of a middle-aged man with white hair, smiling broadly. He is wearing a dark suit jacket, a white shirt, and a dark tie with a light floral pattern. He is standing on a sandy beach. In the background, there is a long wooden pier extending into the ocean under a cloudy sky.

“Keller Williams is the shining example of ‘it is never too late to learn something new.’ I truly believe in this ongoing learning process because if you are just coasting, you can only be coasting in one direction – downhill.”

DAVID NORBERG, JAMUL, CALIFORNIA

Training

An Opportunity to Learn and Grow – Every Day



**“We are a training and coaching company – that just happens to be in the business of real estate.”**

- Gary Keller



*More than 60 KWU courses are downloadable from the KWU Website at no cost to our associates throughout 2010.*



# Cornerstone Courses



## CAMP 4:4:3

Designed to get you four listings and four sales within three months, CAMP 4:4:3 will launch any career.



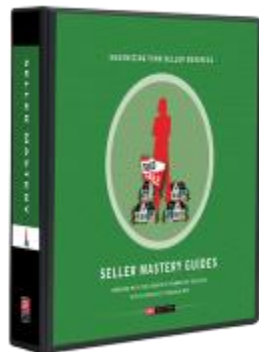
## Lead Generation 36:12:3

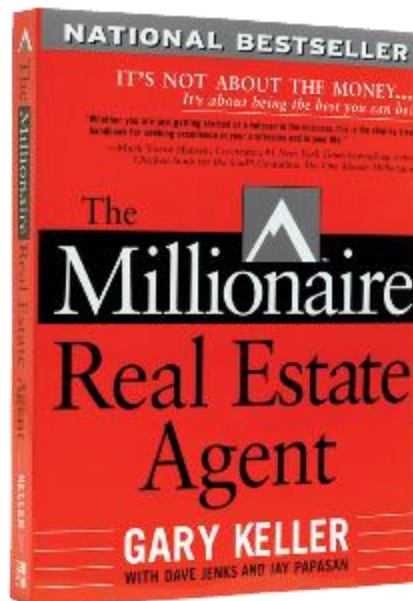
Lead Generation 36:12:3 teaches you the disciplines and habits you need to close 36 transactions in 12 months by focusing on 3 hours a day of lead generation.



## Buyer Mastery and Seller Mastery

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





## *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 best-selling real estate career guide shows you how it’s done.

## The *MREA* Curriculum

The complete MREA Curriculum drills down on the models of MREA, giving you and your team the steps, scripts and systems to take you business to the 7<sup>th</sup> level.





## *SHIFT: How Top Real Estate Agents Tackle Tough Times*

Shifts happen.

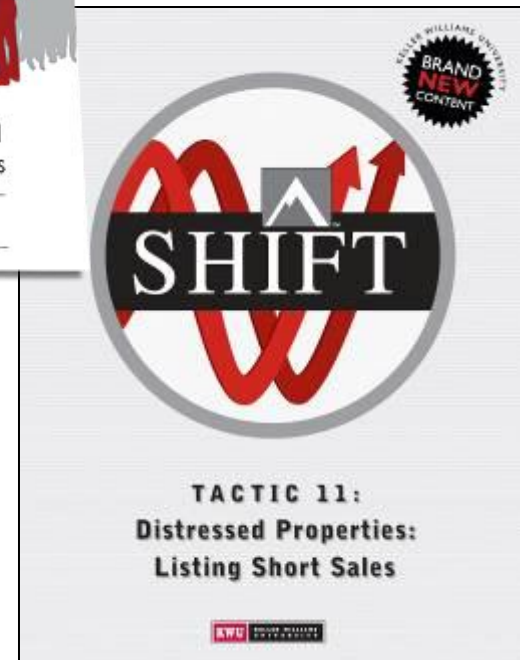
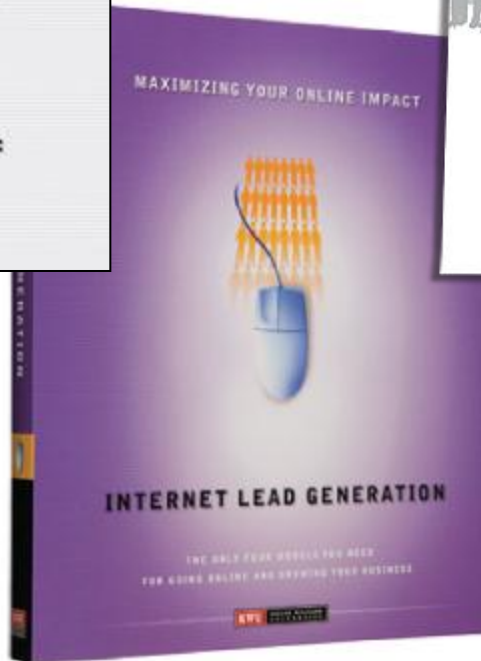
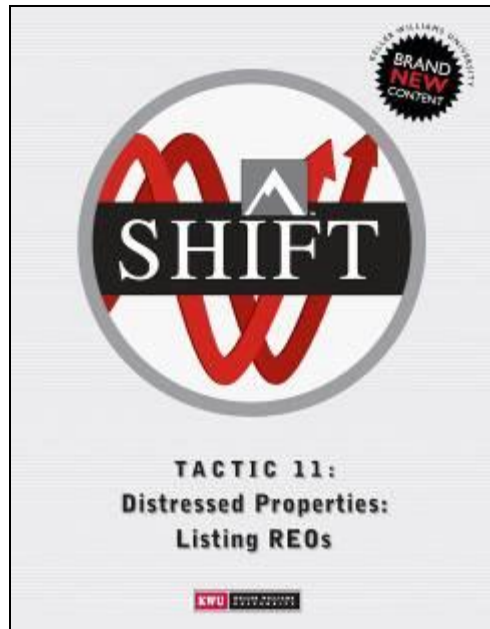
Markets shift and so can you. Both transform your business and your life. In Gary Keller's third national best-seller, you will learn the 12 proven tactics that will power your business forward – no matter the market.

### The *SHIFT* Curriculum

Each course of the *SHIFT* curriculum drills down on the 12 tactics of *SHIFT*. Each one contains advice and lessons learned from agents who are not only surviving, but thriving and growing their businesses in some of the toughest markets across the country.



# Innovation and Market of the Moment



Training

# On Demand Learning – Available 24/7

The screenshot displays the KWConnect website interface, which is designed for on-demand learning. The top navigation bar includes links for Home, Online Training, Channels, and Topics, along with a search bar. A prominent banner features the text "Teaser - KWConnect 2.0" and "watch it on KWConnect". Below this, a section titled "The new and improved KWConnect" is visible. The main content area is divided into several sections: "Online Training" with sub-categories for AGENTS, MCAS, and TEAM LEADERS; "What's New" listing recent content; "Login to KWConnect" with fields for username and password; "New Releases" featuring a video titled "How to Structure Your Mornings So Your Afternoons Are Free" by Tony Moore; "Featured Audio" with four audio clips; "Featured Video" with two video thumbnails; "In the Spotlight" with a "SHIFT BACK IN BLACK!" banner; and "Recently Viewed Sessions" with a "Distressed Property Community" banner. The footer includes the Keller Williams Realty logo and copyright information.



Training

## Family Reunion – Our Main Event




*The mostly highly-attended private real estate franchise event in the industry!*

Today's market requires new thinking. This four-day companywide annual convention prepares you for mastering the current market with more than 150 breakout sessions taught by the best in the business.

**Anaheim, Calif.  
February 19-23, 2011**



# MAPS | COACHING



“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, PRESIDENT OF MAPS COACHING

Coaching

# MAPS lives in Keller Williams Realty



## One-on-One Coaching



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

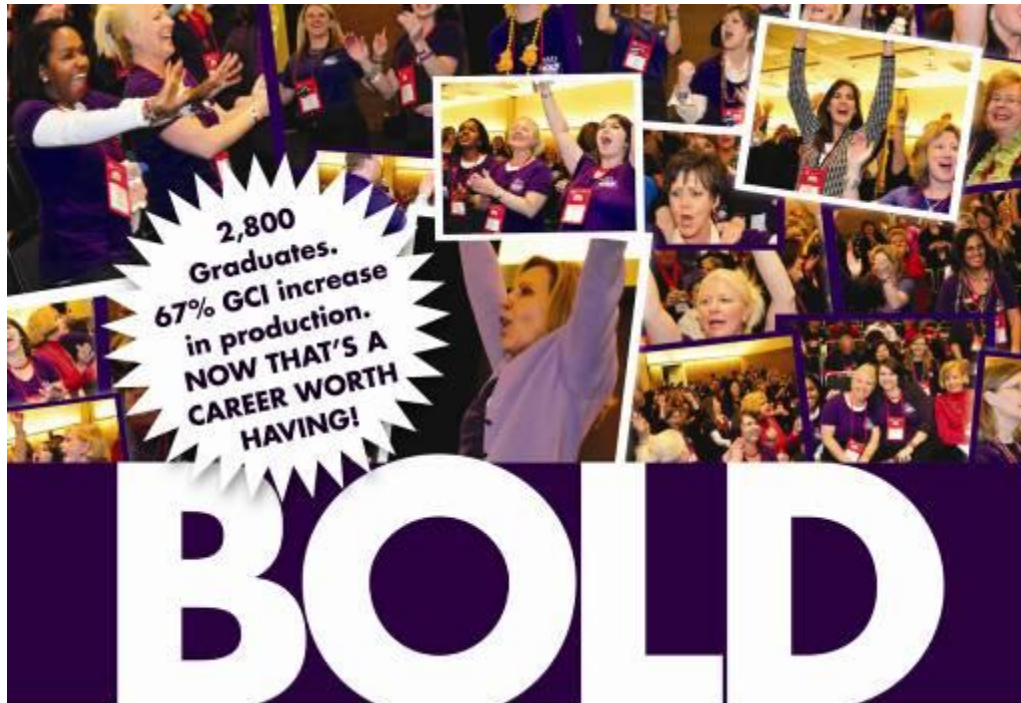


Our Fast Track programs give you exclusive access to improve your business in specific areas – from developing the right mindset to mastering language patterns to taking and servicing REO and short sale listings.



Coaching

## **BOLD** *Business Objective: A Life by Design*



### **BOLD FACTS:**

- BOLD participants average 9.3 contracts during the 7 weeks of the course.
- The cumulative GCI of BOLD participants was 67 percent (or \$12 million greater!) in the 4th quarter of 2009 than in the same quarter of 2008!



Written by **MAPS President, 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."



Coaching

# MAPS Signature Events



**2010 Mega Camp**  
**September 13-16, 2010**  
Austin, Texas

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



**2010 Masterminds**  
Austin, Texas

Session 1 – April 12-16  
Session 2 – September 13-16  
Session 3 – November 15-18

With a focus on collaboration and learning from each other's "been-there-done-that" wisdom, Masterminds puts you an all-day brainstorming session with top-producing agents and leaders!



# kw | TECHNOLOGY



## The **My Listings, My Leads** Philosophy

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 this philosophy.

## eAgentC – An Agent Led Technology Group

### The eAgentC Mission

- Protect and develop your position in an increasingly technology-driven industry
- Provide relevant technology research, training, and consulting for all KW associates
- Advance your career and profit by delivering powerful Internet tools
- Pool our resources to bring you better tools with more ROI than you could get individually



Technology

Only \$10 brings you a suite of tools



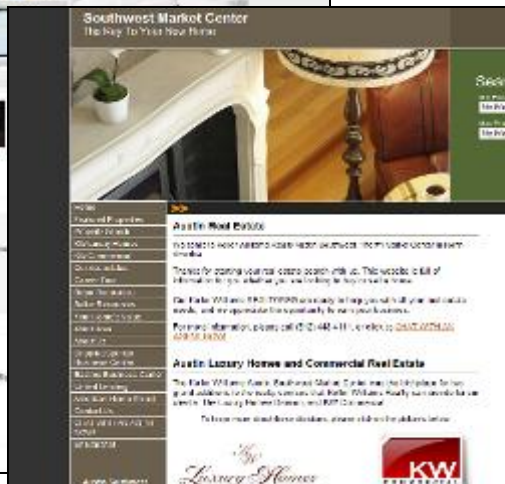
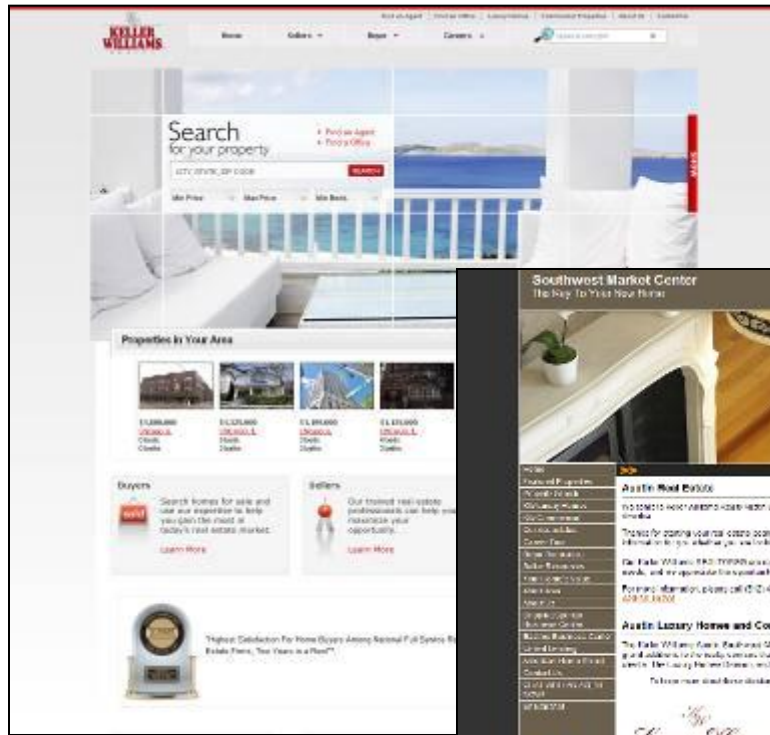
Technology

# 76,000+ ways to find buyers and market your listings

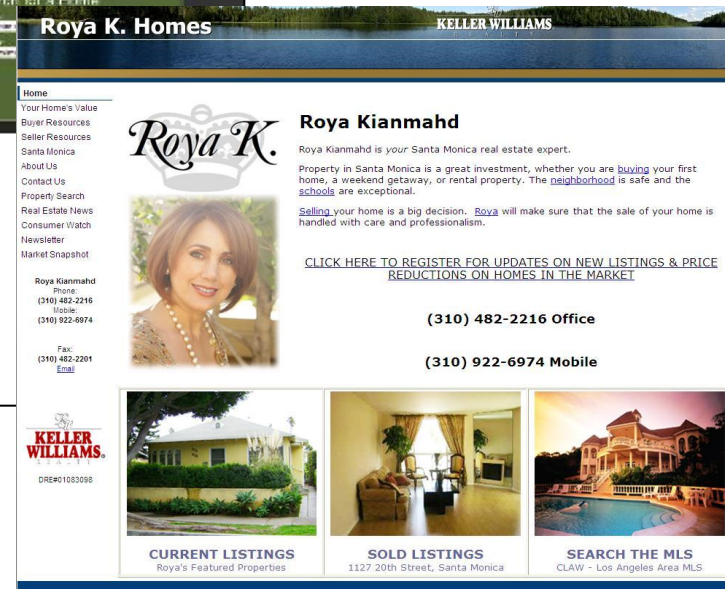


Our lead generation network exposes your listings to more consumers than any other real estate company – and every lead comes back to you.

kw.com gives consumers access to search more than 4.7 million listings (including yours) -- more than any other national real estate Website!



Office sites



Your site



# Proprietary Listings Database and Full IDX



Our proprietary listing database, the Keller Williams Listing System, or KWLS, markets your listings online – 24/7. And all the leads come back to you.

**Roya K. Homes**
**KELLER WILLIAMS**

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**Home**

- Your Home's Value
- Buyer Resources
- Seller Resources
- Santa Monica
- About Us
- Contact Us
- Property Search
- Real Estate News
- Consumer Watch
- Newsletter
- Market Snapshot

Roya Kianmahd  
Phone: (310) 482-2216  
Mobile: (310) 922-6974

Fax: (310) 482-2201  
[Email](#)

## Roya Kianmahd

Roya Kianmahd is your Santa Monica real estate expert.

Property in Santa Monica is a great investment, whether you are looking for a home, a weekend getaway, or rental property. The neighborhood schools are exceptional.

[Selling](#) your home is a big decision. [Roya](#) will make sure that the sale is handled with care and professionalism.

[CLICK HERE TO REGISTER FOR UPDATES ON NEW LISTINGS AND REDUCTIONS ON HOMES IN THE MARKET](#)

**(310) 482-2216 Office**

**(310) 922-6974 Mobile**

**CURRENT LISTINGS**  
Roya's Featured Properties

**SOLD LISTINGS**  
1127 20th Street, Santa Monica

Search Tools

[New Search](#)
[Favorites](#)
[Home Club](#)
[Recently Viewed](#)
[Recent Searches](#)
[Login](#)

### Search Results

482 listings match your criteria

Listing 140 of 482

Sort By: Price | Location | Sq. Ft.

**Find Me When New Listings Match This Search**

**Refine Search**

Property Features

Price Range: From: To: (\$1,000,000.00)

Sq. Ft. Min: Max: (No Minimum)

Sq. Ft. Max: (No Maximum)

Property Types

- Single Family
- Condo
- Townhouse
- Duplex/Trip...
- Mobile Home
- Multi-Family
- Residential...
- Lot
- Agricultural

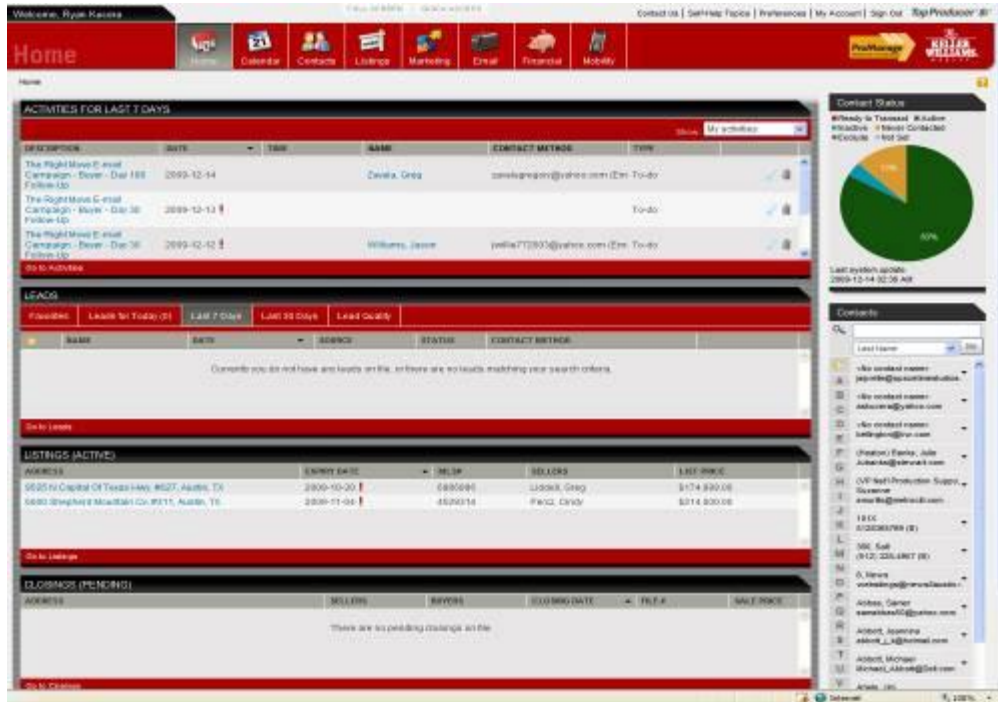
Listing # 3814337	Listing # 9182988	Listing # 5271848	Listing # 4240386
\$16,300,000	\$8,750,000	\$6,300,000	\$4,250,000
3030 Serrano Dr	4400 Rockwell Rd	1000 Loma Vista	4240 Elmer Garden
Sq Ft: 19250 Acres: 1.97	Sq Ft: 19002	Sq Ft: 9286 Acres: 2.15	Sq Ft: 12074 Acres: 0.20
<a href="#">View Details</a>	<a href="#">View Details</a>	<a href="#">View Details</a>	<a href="#">View Details</a>
<a href="#">Add to Favorites</a>	<a href="#">Add to Favorites</a>	<a href="#">Add to Favorites</a>	<a href="#">Add to Favorites</a>



Technology

# Contact Management and Marketing

The Keller Williams Realty version of Top Producer® 8i is customized to our company to help automate the models and systems of *The Millionaire Real Estate Agent*



## The Keller Williams Health Providers Program

You are more than just an associate with our company, you're a member of our family. That's why we offer multiple options for you and your family's health care.



### INDIVIDUAL PLANS

MyFranchise Association and H & H Employee Benefits offer individuals plans for Major Medical Coverage, Limited Medical Coverage, Catastrophic Coverage and Cancer Coverage.

**You may enroll in these benefits at any time.**



### GROUP PLANS

Small Business United (SBU) offers exclusive group health insurance benefits options for all Keller Williams associates.

**New associates will be eligible for benefits 60 days after their start date.**



**Keller Williams Realty is built by agents, for agents.**

We're a company that's changing lives.



The next one could be yours...

Find us on:

