

「THE **kw** EFFECT」



**INVITATION TO
DISCOVER MORE**

A REAL ESTATE REVOLUTION

Keller Williams Realty is the largest estate agency in the world. That didn't happen by chance.

Formed in 1983, KW was built on one premise: How high can we lift our people.

Based on that simple philosophy, we have revolutionized the American real estate industry. Today, we are reshaping the global industry landscape as we extend the KW opportunity across the globe.



VISION

To be the Estate Agency company of choice



VALUES

Personal beliefs, Family, then Business



MISSION

To build **CAREERS** worth having
BUSINESSES worth owning
And **LIVES** worth living



WE ARE BUILT BY AGENTS FOR AGENTS

As a result, we understand you are the key to our company's success, not the other way round.



THE MODEL REDEFINED

Our agent-centric, interdependent model allows you to be your entrepreneurial self, while taking full advantage of the resource provided for you.

DEPENDENT

TRADITIONAL COMPANIES

Associates are dependent on the company. Associates have fewer opportunities for accumulating wealth.

INTERDEPENDENT

KELLER WILLIAMS

Associates have an interdependent relationship with the company and a mutual interest in success.

Associates and Market Centre teams work as teams to achieve financial goals.

INDEPENDENT

SELF EMPLOYED – NO SUPPORT

Associates are independent.

Associates assume complete responsibility for financial, legal and management responsibilities.

AGENT-CENTRIC APPROACH



We stand behind our agents
– not in front of them.

Because your clients choose
YOU – not your company.

BRAND MATTERS. AND YOURS IS #1

At the core of the KW business model is the belief that estate agency is a local business, driven by individual agents and their presence within their communities.

We support you by delivering world-class marketing systems that power your business.

SHARED DECISION SHARED SUCCESSES

Built on the philosophy that people matter most, we put our associates at the centre of every decision we make – literally.



“Keller Williams believes that agents are stakeholders in the success of the market centre and therefore should share in the decision making.”

STANFORD UNIVERSITY

A FOUNDATION IN MODELS AND SYSTEMS

Keller Williams is the only company in the estate agency industry that is built on proven organisational and economic models.

They are the result of benchmarking thousands of high-producing agents and developing a fail-safe framework for profitability in any market.

THE MILLIONAIRE REAL ESTATE AGENT

The *Millionaire Real Estate Agent* is the best-selling book and estate agency career guide written by Gary Keller.



THE HOME FOR TEAMS

It's no coincidence that more top agent teams build their businesses here.



LEARNING FOR EARNINGS SAKE



Keller Williams University provides an industry-leading curriculum addressing every aspect of success in UK estate agency.



LEARNING ON YOUR TERMS

Courses taught at the market centre for every level of career

Best practice webinars

Skill-building videos

Scripts and dialogues

Technology training

We're often described as a training and coaching company cleverly disguised as a real estate company.

And, we've been named the #1 TRAINING ORGANISATION in the world by *Training* magazine.

0-16 Yearly Transactions



LAUNCH

Ignite

16-36 Yearly Transactions



GROWTH

Lead Generation Series

Win with Buyers

Win with Sellers

36+ Yearly Transactions



ACHIEVEMENT

MREA Courses

Leverage Series

AWARD-WINNING COACHING

THE **kw** EFFECT



BOLD:
BUSINESS OBJECTIVE:
A LIFE BY DESIGN

BOLD was created to help you shift your mindset and adopt the tactics and talking points proven to bring success in today's extraordinary business landscape.



Agents who have taken the BOLD course are **176%** more productive than those who have not.

We absolutely hold the key to greatness in our hands. It's a conscious choice.

KW Coaching is here to hold you accountable to making it happen.

kw MAPS
COACHING



YOUR BUSINESS GROWS TO THE EXTENT YOU DO.

LARGER-THAN-LIFE LIVE EVENTS



FAMILY REUNION

Annual, 4 day company-wide event, with 15,000 attendees, including 150 breakout sessions.

kw MEGA CAMP

High-energy event, with 7,000 attendees, power-packed with top agent interviews and guest speakers.

MASTERMINDS

Learn from the been-there-done-that wisdom of industry power players and your peers.



INNOVATION WITH A PURPOSE

In the digital age, **TECHNOLOGY** and **MARKETING** go hand-in-hand.

Your clients begin their search online, you need to meet them where they are.



LEADS.
LISTINGS.
LEVERAGE.

WEALTH BUILDING OPPORTUNITY

THE POWER OF PASSIVE INCOME

Keller Williams' wealth building programmes are funding lives worth living across the globe - more than £500m has been given back to associates.



The KW model is built around the premise that associates should be stakeholders.

Through Growth Share, KW recognises and rewards associates who help grow the company.

A COMPANY BUILT AROUND PEOPLE

THE **kw** EFFECT

kw WELLNESS

The belief that a life worth living has to be a healthy one has led to the creation of *KW Wellness*, a robust Wellness Programme.

kw Cares

KWC is a charity to support *KW* associates and their families worldwide through unexpected hardships.

KW/KC

KW KIDS CAN

KW Kids Can is a charity that brings education and training to the next generation of entrepreneurs.



RED DAY

Inaugurated in 2009, RED Day (Renew, Energise, 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 energising the communities they serve.



LOOKING TO THE FUTURE

WHEN YOU JOIN
KW, YOU JOIN THE
MOST DYNAMIC
ESTATE AGENCY
IN THE WORLD.

Our unapologetic devotion to our agents is the driving force behind our success, and yours. We promise to continue to putting all our focus on developing the models and systems and delivering the coaching, training and technology that power a profitable, successful estate agency business.



KW is a company built by agents for agents. Our model and the business principles that define us are stronger today than they ever have been. That means more opportunities for you and more opportunities for your family.

WE INVITE
YOU TO
JOIN US



