



News Release
FOR IMMEDIATE RELEASE

Keller Williams Realty International Introduces ProManage

AUSTIN, TX — (Thursday, February 17, 2005) Today Keller Williams® Realty International (KWRI) announced the launch of ProManage—the name of a new suite of agent services. ProManage includes marketing campaigns, learning initiatives and partnerships with technology products and services.

ProManage delivers automated contact management

The *first* ProManage technology initiative is the Keller Williams Realty customized version of TOP PRODUCER 7i. Keller Williams Realty collaborated with TOP PRODUCER, Inc., the industry's leading contact management software provider, to create a customized version of its 7i product. This new product launches at Family Reunion in February 2005 and is powered by eAgentC and TOP PRODUCER.

“Our associates told us they wanted a robust and user-friendly program that will help them capture leads, automate their follow-up, manage their schedules and effectively apply *The Millionaire Real Estate Agent* (MREA) principles in their daily activities,” says Keller Williams Realty CEO Mo Anderson. “We believe TOP PRODUCER’s sales automation tools are the perfect complement to the MREA model and that the result will be a real win-win for our associates.”

eAgentC answers the call

“The ProManage initiative began with the formation of an eAgentC task force in spring 2004. The duties of the task force were to benchmark the best contact management practices of top KW associates,” said Keller Williams Realty project manager Tori Jordan, part of the eAgentC task force. “After extensive research, eAgentC concluded that TOP PRODUCER 7i was being used most often and most effectively for client management and marketing among all KW associates—and most notably among mega agents.”

TOP PRODUCER 7i integrates with new marketing campaigns

The product debuts at the same time the KWRI Marketing Department deploys ProManage direct mail—the first is a 12-Direct campaign with the theme “Your Agent Matters.” Other new 12-Direct, 8 X 8 and 33 Touch campaigns will be incorporated in the Keller Williams Realty version of TOP PRODUCER 7i, and will be available for download from the KW Intranet Marketing tab in March 2005.

Specialized training, support included

In addition to ProManage marketing tools and software customization, Keller Williams Realty associates will also get dedicated sales and support for TOP PRODUCER 7i with these exclusive toll-free numbers. Plus, a free downloadable user guide custom-developed by

Keller Williams University will be offered, along with its specialized training in March 2005. The KWU guide and training are designed to show associates how to use TOP PRODUCER 7i to implement KW models and systems.

Preferred customer pricing

Preferred pricing for TOP PRODUCER 7i for Keller Williams Realty will be offered to Keller Williams associates. Additionally, a very special 'Program Launch Promotional Price' will be offered at 33% off the regular price for the next 90 days.

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About Keller Williams Realty:

Founded in 1983, Keller Williams Realty International (KWRI) is an international real estate company with more than 420 offices located across the U.S. and Canada. Currently the fifth largest U.S. residential real estate firm in North America, Keller Williams began franchising its offices in 1990. The company has succeeded by treating its 39,000-plus associates as partners, and shares its knowledge, policy control, and company profits on a system-wide basis. KWRI's agents are distinguished by their level of professional education, their full-time commitment to real estate sales, and their level of business success. For more information about becoming a part of the Keller Williams team, visit www.movingcareerswithkw.com.