



News Release  
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## **Keller Williams Realty Rewrites Rules for Brand Strategy**

### **Research reinforces impact of agent-centric philosophy**

AUSTIN, TEXAS (May 23, 2007) — Keller Williams Realty ranks among the top five established and recognized real estate brands, according to the recently released Swanepoel Trends Report 2007, published by RISMedia.

While other national real estate franchises spend tens of millions of dollars every year inundating the airwaves and print media with professionally crafted consumer advertising campaigns designed to establish their brand as the best, Keller Williams Realty “has never spent a dime on national advertising to consumers,” says Gary Keller, chairman and co-founder, Keller Williams Realty.

“We put our agents first at all times, which means the focus is on *their* name and *their* brand,” Keller explains. “Our company was founded on the belief that real estate is a local business and our agents businesses are built on the strength of their local reputation, not the company or the brand the agent is affiliated with. This research proves, once again, that if you encourage your people to build their own business, the market will respond. We know that it’s our agents businesses that build our brand, not the other way around.”

Keller Williams Realty has become the fourth largest and fastest growing real estate agency in North America by building a culture that rewards its agents as partners through its profit sharing program and by empowering its agents to fulfill the company mission of ‘building careers worth having, business worth owning and lives worth living.’

“We built this company based on the conviction that the company worked for its people,” says CEO Mark Willis. “We believe that if we devote our attention to educating and treating people right, they will build this company beyond our wildest dreams,” Willis explains. “That has proven to be the case many times over.”

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#### ***About Keller Williams Realty Inc.:***

*Founded in 1983, Keller Williams Realty Inc. is the fourth-largest real estate franchise operation in North America, with more than 650 offices and 76,000 associates in the United States and Canada. The company, which began franchising in 1990, has an agent-centric culture that emphasizes access to leading-edge education and promotes an economic model that rewards associates as stakeholders and partners. For more information, visit Keller Williams Realty online at ([www.kw.com](http://www.kw.com)).*