



Keller Williams Realty Stakes a Claim in Luxury Homes Market

4th Largest Real Estate Company Launches Luxury Homes by Keller Williams

AUSTIN, TEXAS (September 18, 2007) — Keller Williams Realty announced today that it will be launching a new division of the company dedicated to serving the high-end home market.

The new venture, introduced at the company's recent annual Mega Camp event, is the product of more than a year of researching and Masterminding by a group of Keller Williams leadership and associates.

"We know that when we listen to what our agents need, we develop the right product for them," says Mary Tennant, president and COO of Keller Williams Realty Inc. "This program was built by our agents, for our agents. As an agent-centric company, we wouldn't do it any other way."

Luxury Homes by Keller Williams is a members-only program that gives eligible associates a designation as experts in serving luxury home buyers and sellers. The training component of the program will be provided by industry heavyweight, The Institute for Luxury Home Marketing (www.luxuryhomemarketing.com), as part of a new partnership between the Institute and Keller Williams Realty.

Institute founder Laurie Moore-Moore says, "The luxury home market is out-performing the real estate market nationally, so the timing of the Keller Williams Luxury Homes program is absolutely perfect."

The new program is spearheaded by Dee Shultz, a long time leader in the luxury homes market in Austin, Texas, and she says the new program will allow more KW associates to capitalize on the luxury homes market across North America.

"When you look at the luxury homes market – it's been more stable than the real estate market as a whole, so we want to arm our agents to capitalize on that opportunity," says Shultz.

"We know that this program will provide both a strong support system for our agents currently servicing affluent clients, and a firm foundation for growth to our associates who are looking to key into the market," she adds.

When the program makes its official debut October 1, KW Luxury Home Consultants will be able to take advantage of new branding and marketing materials, an International Web presence (www.kwluxuryhomes.com) and agent-to-agent referral opportunities, as well as discounted pricing for advertising in targeted print publications including the *Robb Report*, *DuPont Registry*, *Unique Homes*, *The Wall Street Journal*, *L.A. Times* and *The New York Times*.