

# KW REAL ESTATE REALITIES

## 1 PUTTING ASSOCIATES' SUCCESS FIRST

You're the Key to Your Company's Success,  
Not the Other Way Around

At Keller Williams, we know that successful associates are the key to a successful company. That's why we invest our efforts and resources in building the careers of our people.

From unparalleled educational programs to state-of-the-art technology tools and profit sharing, we create an environment that's all about helping associates realize their potential.

Because real estate is a local business driven by agents and their reputations, we do everything we can to help grow your presence and business in your community.

When each individual succeeds, we all benefit.

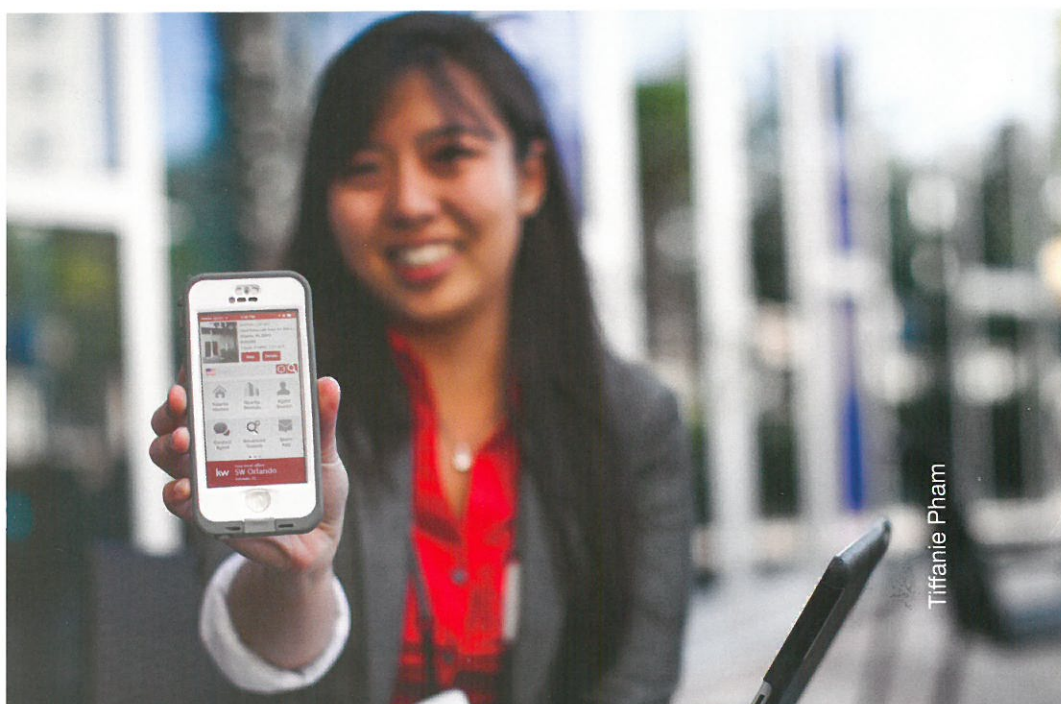
## 2 MAKING ASSOCIATES PARTNERS IN THE COMPANY

You Can Shape How Your Company Operates

Have you ever had great ideas for business improvements only to face no opportunities to put them into practice?

Keller Williams associates are valued, vital partners in growing and guiding our business. Our Associate Leadership Councils ensure our people's ideas are heard, considered and implemented.

Many of our innovative and advanced business approaches were created by our associates. After all, who knows better what associates need than the associates themselves?



Tiffany Pham

## 3 CREATING AND SUPPORTING WINNING TEAMS

There's No "I" in "Teamwork," But There Is a "You"

Effective teams build on the strengths of all the players to accomplish goals and then share successes.

Teamwork at Keller Williams comes in many forms including local market center teams, special project committees (for example, technology) and Associate Leadership Councils.

Teamwork is a cornerstone of our offices. It yields progressive policies, innovative best practices and creative ideas for growth.

Blending individual strengths into powerful teams lets each person achieve much more than could ever be accomplished alone.

## 4 OFFERING OUTSTANDING EDUCATIONAL OPPORTUNITIES

Know and Grow. Learn and Earn.

Real estate is ever-changing. The most successful people learn how to navigate trends, fully utilize technology and tap into the latest business-building techniques.

Keller Williams makes learning easy and efficient through dozens of timely, comprehensive and informative classes, seminars and coaching sessions. Keller Williams University and KW MAPS Coaching bring you the latest research along with time-tested, proven methodologies for achieving phenomenal success.

From productivity boosters to sales skills enhancement and everything in between, associates at every stage in their careers can benefit from KW's intense focus on education. That's why KW was named the #1 training organization in the world by *Training* magazine in 2015.

## 5 GROWING – AND SHARING – WEALTH

Simple Math: Contribute to Growth.

Share in the Rewards.

What a simple, but powerful concept – if you contribute to growth, you should be fairly compensated for your efforts.

Naturally, when people share in the rewards, there's more incentive to achieve higher goals. Our profit and growth sharing programs also financially reward associates for bringing other productive people to the KW family.

The net result? Through commissions, profit sharing and growth sharing, significant wealth-building opportunities are yours.



Ryan Zook and Janet Amendola

## 6 ALLOWING OPEN BOOK ACCESS TO FINANCIALS

We Pass the "Open Books" Test with Flying Colors

We firmly believe that business growth comes in part from being business savvy. That's why we're an "open books" company.

We encourage associates to take an active role in examining the books so they can understand the business and make suggestions for improvement.

Every associate has a stake in the financial success of Keller Williams, so every associate has the right to see the numbers reflected in their market center's operations.

## 7 HARNESSING THE POWER OF TECHNOLOGY

Tools with a Purpose. Technology with an Edge.

Today's most innovative and savvy real estate businesses recognize the importance of technology in driving success – and Keller Williams leads the way in the industry, delivering technology built by agents, for agents.

Through our eAgentC and eEdge suite of tools and each agent's personally branded KW app, we save our agents thousands of dollars in buying their own systems, software and graphic design services.

This includes access to the industry's only complete lead-to-close business system, with lead management, contact management, a marketing library and a paperless transaction solution. Plus, we provide a personally branded app to every agent.

We support you with the right systems so that you can spend your valuable time doing what you do best: listing and selling homes.