Together We All Achieve More
Keller Williams® - A Paradigm Shift

- Keller Williams® emphasizes **associate leadership** and the importance of individual real estate businesses.

- Keller Williams® believes we must remain **flexible and innovative** in the face of an evolving market and an increasingly Internet-empowered clientele.

- Keller Williams® represents a **vehicle for profit**, stability, and success to REALTORS®.

- Keller Williams® offers a **unique culture** of teamwork and cooperation.

- Keller Williams® offers **training and consulting** opportunities to grow your business.

_Most real estate companies today operate under the belief that their associates are great because they work for a great company??_

_Keller Williams believes it is a great company because it has GREAT ASSOCIATES. We believe that if we build careers of our associates, they will build the company....._
The history of Keller Williams®

1983
K/W # 1

5 Associates Left

1987
100% Company

1987 K/W # 2
Reinvented

Features Desired

From Traditional
- Broker Support
- Teamwork
- Training

Not Available From Either
- High Level Training
- Consulting
- Decision-Making Input
- Open Books
- Formalized Associate Input
- Profit Sharing

From 100%
- High Commissions
- Autonomy
- Attitude toward Business
Gary Keller graduated from Baylor University with a degree in Marketing/Real Estate. He moved to Austin, Texas & sold 5 houses his first month in real estate in a city where he had only lived two months. He eventually went into management and at 26 years of age became the V.P. of expansion at Austin’s largest real estate company. Then he quit. Gary quit because, in his opinion, the company he worked for believed that people worked for the company and he believed that the company should work for the people. Gary believed that if you focus on building associate’s careers to the highest level, that they would in turn build the company to the highest level. So he quit to see if this was true. (It is!)

- Gary Keller & Joe Williams formed Keller Williams Realtors in Austin, Texas in October 1983 & it officially opened in December 1983. That first year KWR grew to over 30 associates and made $102,000.

- In 2 ½ years, KWR grew to over 70 associates and became Austin’s largest single office real estate company. Then the bottom fell out of the real estate market in 1986.

- When the bottom fell out, the Austin Board of Realtors’ membership dropped from over 5,000 to less than 1,800. The MLS sales volume dropped from high of $1.5 billion to below $700 million.

- KWR shrunk from over 70 associates to 38 associates, but was still profitable.

- Then, Re/Max opened an office nearby and five of KWR’s top ten producers left to go to a cheaper, yet high risk company.

- Losing five of his top ten producers made Gary realize that he needed to reinvent KWR, so he invited his top 12 associates to a meeting to discuss the situation and describe what they wanted.
Here’s what they wanted:

- To be treated like business partners - equal decision making
- Profit sharing with access to financial information
- Formalized input into how the business is run
- A supporting manager who consults & promotes teamwork
- A higher levels of education, training & technology
- Higher commissions with a limit on company dollar

The result was that they reinvented KWR. Over the next year, KWR grew from 33 associates to over 133 associates and became Austin’s largest real estate company.

One year after the reinvention, an Austin associate asked Gary if he knew associates in other cities and if there would be a way to profit share with them. Gary said “yes”, and that led to opening the first KWR franchise outside of Austin - - it was San Antonio, Texas.

KWR now has 694 offices in the United States and Canada, with over 72,000 associates, and an annual sales volume in excess of $80 billion.
Today, the Greater Pennsylvania Region has over 3,500 agents in 43 locations. With offices in Eastern Ohio, Pennsylvania, Southern New Jersey and Delaware.

In 2008 the Greater Pennsylvania Region generated a sales volume of over $3.4 Billion & profit shared over $1,781,160 to our agents.

Since our opening of the Greater Pennsylvania Region in 1999 we have profit shared over $11 Million to our agents.
Mission
To build careers worth having, businesses worth owning and lives worth living.

Vision
To be the real estate company of choice for a new generation of sales associates and real estate owners.

Belief
Real estate is a local service business driven by individual real estate associates and their local image with their centers of influence.

Values
GOD - FAMILY - BUSINESS

Gary Keller
Chairman of the Board

Mo Anderson, Vice COB
Belief System

WIN / WIN  -  or no deal
INTEGRITY  -  do the right thing
COMMITMENT  -  in all things
COMMUNICATION  -  seek first to understand
CREATIVITY  -  ideas before results
CUSTOMERS  -  always come first
TEAMWORK  -  together everyone achieves more
TRUST  -  starts with honesty
SUCCESS  -  results through people

Mark Willis, CEO
The Number of Mega Agents with Keller Williams
Increased 400%, since 1997!

Do You Think There’s a Trend Developing?

You Bet There Is!!!!
Keller Williams® is GROWING...

How do we achieve these goals?
LEADERSHIP, TRAINING & CONSULTING
(and the proper implementation of the Keller Williams® Model)

OUR GOALS

2008 Total Agents: 72,000+
2009 Agent Goal: 80,000

2008 Total Market Centers: 694
2009 Market Center Goal: 720
# Growth

## NAR Comparative Statistics

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<tr>
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<tbody>
<tr>
<td>NAR</td>
<td>1,228,001</td>
<td>1,197,529</td>
<td>-10.5</td>
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<tr>
<td>KWR</td>
<td>79,643</td>
<td>72,794</td>
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## Growth

**REAL Trends, May 2008 – Key Findings**

<table>
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<tr>
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<th>Change in Total Sides</th>
<th>Change in Total # Of Offices</th>
<th>Change in Total Number of Agents</th>
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<tbody>
<tr>
<td><strong>KWR</strong></td>
<td>10%</td>
<td>58%</td>
<td>29%</td>
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<tr>
<td><strong>All other Franchises</strong></td>
<td>-19%</td>
<td>-6%</td>
<td>-8%</td>
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</table>
Growth
REAL Trends, May 2008 – Total KW Offices that made the REAL Trends 500 Report

![Bar chart showing growth from 2007 to 2008]
REAL Trends, May 2008 – KW Performance

• Best performance in change in closed transactions per associate from 2003 – 2007.

• Grew 65% more in associates per office, 61% more in transactions per associate, 32% more in sales per office.

• 2003-2007 increased U.S. Market Share by 161%, only one other company increased and it was less than 20%.
## Growth Perspective

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<td>Agents</td>
<td></td>
<td>47,767</td>
<td>72,794</td>
<td>+52%</td>
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<tr>
<td>Units</td>
<td></td>
<td>286,909</td>
<td>361,400</td>
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<td>GCI</td>
<td></td>
<td>$1.7 Billion</td>
<td>$2.4 Billion</td>
<td>+35%</td>
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<tr>
<td>Profit Share</td>
<td></td>
<td>$38.5 Million</td>
<td>$42.3 Million</td>
<td>+10%</td>
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<tr>
<td>Market Share</td>
<td></td>
<td>2.73%</td>
<td>5%</td>
<td>+83%</td>
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Growth
The Top-Ranked Real Estate Franchises by Agent Count

<table>
<thead>
<tr>
<th>#</th>
<th>Company—U.S.</th>
<th>2008</th>
<th>2007</th>
<th>% Change</th>
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<tr>
<td>#1</td>
<td>Coldwell Banker</td>
<td>101,170</td>
<td>109,167</td>
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<td>#2</td>
<td>Century 21</td>
<td>95,390</td>
<td>105,461</td>
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<td>#3</td>
<td>Keller Williams</td>
<td>72,794</td>
<td>78,441</td>
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<td>#4</td>
<td>Re/Max</td>
<td>69,108</td>
<td>85,737</td>
<td>-19.4</td>
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<td>#5</td>
<td>Prudential</td>
<td>62,000</td>
<td>68,000</td>
<td>-8.8</td>
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</table>

As of year end 2008
Following The Model
The Products of the Model
Coming soon in 2009

“How to make your home green”
Following The Model
The Books of the Model

Tools to build your business

Tools to lead generate to consumers
Our National Training Initiative

- Keller Williams University was formally established in 1996.
- Offers the finest career and business training available.
- Focuses on increasing the personal productivity, sales skills and career development of its people.
- Blends the most fundamental and time-tested principles of business, marketing and customer service.
- Tangible extension of the company’s ongoing commitment to learning and growth.

**Keller Williams® University** Curriculum is based on seven curriculums delivered at a grass roots level.

**Seven Curriculums:**
- Sales
- Mega Sales
- Management (Team Leadership)
- Ownership
- Technology
- Life
- Perspective

**Personal Development:**
- Training
- Mastermind Groups
- One-On-One Consulting
- Peer Partnering
- Shadowing
Local New Agent Training


- **Career Launch**
  One week course for new agents which focuses on basic new agent training to achieve $2 million in sales. Top Team Leaders in the Region teach new agent essential Real Estate skills necessary to be successful in the Real Estate business.

- **Camp 4:3:3:**
  Take your business from surviving to thriving with 4 listings & 4 sales in 3 months.

Whether you are new to the real estate industry or an experienced agent wanting to give your career a boost, CAMP 4:4:3 reveals innovative models, sound systems and useful tools that will take you from surviving to thriving in 90 days.

CAMP 4:4:3 offers you a wealth of tried-and-true models, revealing the systems used by hundreds of top agents across the country. It will teach you how to get leads, service your customers and close the deal.

- **Lead Generation 36-12-3**
  Lead Generation 36:12:3 is about adopting the right mindset and committing to a powerful new daily habit of lead generation.

The goal of this course is to help you to close at least 36 transactions in 12 months by spending 3 hours every workday on lead generation.

- **Success Series**
  Eight week course requiring a strict accountability with new agents by prospecting and marketing activities on a daily, weekly basis. The main objective is to be in productivity on systematic and consistent basis.
Local Agent Training 24/7

KW Connect –

Online –

On Demand Training
Advanced Career Training

♦ Millionaire Real Estate Agent:

◆ Advance training for experienced agents
◆ Key concepts that drive mega agent production.

♦ Millionaire Real Estate Investor:

◆ The Millionaire Real Estate Investor is the groundbreaking New York Times best-seller that is a key resource for anyone ready to build a thriving real estate investment portfolio. Including the collective wisdom of more than 120 millionaire investors from all walks of life, this book outlines their personal strategies for accruing wealth via real estate. With worksheets to help you qualify investment property opportunities, and proven models and systems to help you track and grow your net worth, The Millionaire Real Estate Investor is filled with detailed, proven tactics that anyone can implement to build big wealth.

♦ Flip:

◆ FLIP is an intensely focused handbook covering everything you need to know to successfully flip a house, from finding a great investment property and buying it, right to fixing it up and netting a solid profit. By following the HomeFixers proven system through every step of the flipping process, you'll learn how to:

1) FIND a promising house 2) ANALYZE the profit potential 3) BUY at the right price 4) FIX on time and on budget 5) SELL quickly to maximize profits

♦ SHIFT:

◆ Markets shift and so can you. Sometimes you'll shift in response to a falling market and other times you'll shift to take your business to the next level. Both can transform your business and your life.

You can change your thinking, your focus, your actions and, ultimately, your results. You can get back in the game and ahead of the competition. The tactics that jump-start your business in tough times will power it forward in good times. Put your business into another gear - shift!
Advanced Career Training

◆ Lead Generation:
  ◆ Systematic and strategic approach to Lead Generation.
  ◆ In-depth look at marketing and prospecting
  ◆ FSBO’s, Farming, Your Sphere of Influence, Open Houses, etc.,

♦ Technology Training:
  ♦ Multiple training classes weekly
  ♦ Websites, flyers, Online Agent, and Microsoft programs, MLS.
Training/Consulting

- Several training sessions a month.
- Advanced training topics.
- Team Leader, Certified Staff, Mega-Agents, and Field Experts Train.

One-on-One Mega Agent Consulting.

- Business plans coaching.
- Hiring, compensating, developing, assistants.
- Budget & basic accounting training.
The sales career path of people leverage

**SALES & MARKETING**

1st Level → YOU

2nd Level → YOU

3rd Level → YOU

4th Level → YOU + BUYER AGENT

5th Level → YOU + BUYER AGENTS + LISTING SPECIALIST

**ADMINISTRATION & PROCESSING**

YOU

1st Assistant

ADM/ ACCOUNTING + TRANSACTION COORDINATOR

ADM/ ACCOUNTING + TRANSACTION COORDINATOR

LISTING COORDINATOR + ADM/ ACCT. + TRANSACTION COORDINATOR

MARKETING DIRECTOR + LISTING COORDINATOR + ADM/ ACCT. + TRANSACTION COORDINATOR

YOU (MANAGER)

BUYER AGENTS + LISTING SPECIALIST

YOU OWN OTHER BUSINESSES

BUYER AGENTS + LISTING SPECIALIST

YOU (MANAGER)

MARKETING DIRECTOR + LISTING COORDINATOR + ADM/ ACCT. + TRANSACTION COORDINATOR

YOU

ACCOUNTING + TRANSACTION COORDINATOR

YOU

ACCOUNTING + TRANSACTION COORDINATOR

YOU (MANAGER)

BUYER AGENTS + LISTING SPECIALIST

YOU OWN OTHER BUSINESSES

BUYER AGENTS + LISTING SPECIALIST

YOU (MANAGER)

MARKETING DIRECTOR + LISTING COORDINATOR + ADM/ ACCT. + TRANSACTION COORDINATOR

YOU

ACCOUNTING + TRANSACTION COORDINATOR

YOU

ACCOUNTING + TRANSACTION COORDINATOR

YOU (MANAGER)

BUYER AGENTS + LISTING SPECIALIST

YOU OWN OTHER BUSINESSES

BUYER AGENTS + LISTING SPECIALIST

YOU (MANAGER)

MARKETING DIRECTOR + LISTING COORDINATOR + ADM/ ACCT. + TRANSACTION COORDINATOR

YOU

ACCOUNTING + TRANSACTION COORDINATOR

YOU

ACCOUNTING + TRANSACTION COORDINATOR
## Sample Monthly Training Calendar

<table>
<thead>
<tr>
<th>Day</th>
<th>Date</th>
<th>Time</th>
<th>Session Details</th>
<th>Presenter</th>
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<tr>
<td>Monday</td>
<td>2-Mar</td>
<td>11:00am - 1:00pm</td>
<td>Camp 4:4:3 Sessions 1 &amp; 2</td>
<td>Gary Panter</td>
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<td></td>
<td>1:00pm - 3:00pm</td>
<td>Tony Robbins Seminar</td>
<td>Oscar Arias</td>
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<td>Tuesday</td>
<td>3-Mar</td>
<td>12:00pm - 2:00pm</td>
<td>Master Sales Track</td>
<td>Bill Wagner</td>
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<td></td>
<td></td>
<td>3:00pm - 4:00pm</td>
<td>Financial Updates</td>
<td>Countrywide</td>
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<tr>
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<td>4-Mar</td>
<td>12:00pm - 2:00pm</td>
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<td>2:00pm - 4:00pm</td>
<td>Camp 4:4:3 Sessions 5 &amp; 6</td>
<td>Shawn O’Brien</td>
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<tr>
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<td>9-Mar</td>
<td>12:00pm - 2:00pm</td>
<td>Camp 4:4:3 Sessions 7 &amp; 8</td>
<td>Mary Ann O’Brien</td>
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<td>KW Web Site / Top Producer</td>
<td>Debi Bair</td>
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<td>ALC MEETING</td>
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<td>Bill Wagner</td>
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<tr>
<td></td>
<td></td>
<td>2:00pm - 4:00pm</td>
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<td>Bill Wagner</td>
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<tr>
<td></td>
<td></td>
<td>2:00pm - 4:00pm</td>
<td>Camp 4:4:3 Sessions 17 &amp; 18</td>
<td>Charlie Miltenberge</td>
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<td>23-Mar</td>
<td>10:00am - 3:00pm</td>
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<td>Tuesday</td>
<td>31-Mar</td>
<td>12:00pm - 2:30pm</td>
<td>Top Producer Training</td>
<td>Steve Pacinelli</td>
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Local Management Support

Gary Keller, Mo Anderson and Mark Willis operate Keller Williams® on the principle that people make a difference. Sales associates are considered colleagues and if Brokers concentrate on developing their people, their people will, in turn, develop their companies.

The Keller Williams® System and Management Support work interdependently to provide the foundation for this leading-edge career opportunity.

To facilitate this forward thinking, full company support for the associate/partner is a priority.

STAFF:
- NON-COMPETING TEAM LEADER (TL)
- MARKET CENTER ADMINISTRATOR (MCA)
- FULL TIME CALL COORDINATORS

BUILDING:
- COMPANY IMAGE
- PROMINENT LOCATIONS
- OFFICE LAYOUT

TRAINING:
- Keller Williams® UNIVERSITY

TECHNOLOGY:
- EagentC
- Web Sites/Email
- Too many items to list
International Associate Leadership Council

The IALC SYSTEM

Vice Chairman of the Board, KWRI

INTERNATIONAL ALC

REGIONAL ALC

CITY ALC

LOCAL ALC
Leadership From The Ground Up

The Associate Leadership Council is comprised of the top twenty percent associates of the Keller Williams® associate body in the Market Centers. The purpose of the Associate Leadership Council is to guarantee our associates a vehicle for giving direct input as to the operation of Keller Williams®.

The ALC is actively involved in the leadership of the company, holding ownership and management accountable to live within the budget and participates in attaining the goals of the Market Center, i.e., production, drive profit, education and standards and principles. This is NOT a sales meeting nor is it a complaint session.

The ALC acts as the Market Center’s “Board of Directors”. They are the guardians of the culture. A covenant agreement of ALC responsibilities is entered into by all ALC members with their Market Center peers.
An open-book company

At Keller Williams®, our books are open to our associates. On a monthly basis the Market Center financials are reviewed by our Associate Leadership Council.

THERE ARE NO SECRETS FROM OUR ASSOCIATES
Since we are all business partners and since we profit share together, everyone has the right to see the profit and loss statements for the Market Center every month.

BUDGET ACCOUNTABILITY
It is the responsibility and concept of the Associate Leadership Council that takes action and participates in holding ownership and management accountable for staying within the expense budget.

BUSINESS ACCOUNTABILITY
By allowing our associate/partners to study and understand the importance of financial statements, they can implement these same business systems and disciplines into their real estate business and personal lives.

• When was the last time your Broker showed you the financials of your company?
The Keller Williams
Bailout Plan:

Profit Share!
The KW Stimulus Package
KW Profit Share Total to Date (’96 – ’08)
In Millions

$237.7M
Profit Share Mythunderstandings

- You have to have been in it since the beginning.
- You have to be in it a long time before it pays off.
- It only works if you recruit a Mega Icon, Broker Owner, or Team Leader.
## Profit Share Truths

<table>
<thead>
<tr>
<th>Number of Assoc.</th>
<th>Minimum Sustained Earnings for 6 mos.</th>
<th>Average 2008 PS</th>
<th>Average Time with KW</th>
<th>Average Partners in Level 1</th>
<th>Average Cumulative Total</th>
<th>2008 PS Equivalent in Savings at 5% Interest</th>
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<tbody>
<tr>
<td>1,829</td>
<td>$500/mo</td>
<td>$10,069</td>
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<td>13</td>
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<td>185</td>
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<td>$44,203</td>
<td>11 yrs</td>
<td>14</td>
<td>$375,691</td>
<td>$884,063</td>
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Keller Williams® Profit Sharing

Profit Sharing is a means for distributing the wealth and rewarding associates for growing the company.

- The Keller Williams® Profit Share System was designed to reward its associates for building the company.
- The program allows any Keller Williams® associates, affiliate broker, or employee the opportunity to participate in the profits they help generate without assuming any financial risks.
- You are vested after three years.
  - How much of the profits did your Broker share with you last year?
  - How does your company reward you for referring associates to them?
  - How much money will you continue to receive the day you quit selling real estate?
  - How many real estate companies have paid over $237,700,000.00 in profit sharing to their participating associates?

Profit sharing dollars may vary — this is not an earnings claim.
Keller Williams®
Market Center Profit Sharing Calculation

Here is the formula that determines how much of the profit goes into the profit sharing pool.

The Market Center profit pool is distributed as:

- 25% of the first $2,990 of owners’ profit
- 35% of the next $8,250 of owners’ profit
- 50% of the excess over $11,240 of profit

Associate/partner profit share is generated from . . . the owner’s profit; it does not come from associate commissions.

When an associate you referred to any Keller Williams® market center, generates a profit for their market center, you share in the market center profits. You are rewarded for growing the company!
Keller Williams®
Associate Profit Sharing Distribution

After the Market Center profit pool is determined, then the associate/partner’s individual profit pool is determined by the associate’s contribution to the Market Center’s income that month.

Distributing the Associate Profit Share Pool

The profit pool is distributed as:

- 50.0% goes to the agent’s direct sponsor
- 10.0% goes to sponsor #2
- 5.0% goes to sponsor #3
- 5.0% goes to sponsor #4
- 7.5% goes to sponsor #5
- 10.0% goes to sponsor #6
- 12.5% goes to sponsor #7

The term sponsor is an associate/partner who referred other associates to the company.
Example of Profit Sharing Calculations for One Month

Gross Commission Income $567,375
Less Royalty (34,042)
Equals GCI after Royalty 533,333
Less Associate Commissions (373,333)
Equals Company Dollar 160,000
Less KW Approved Expenses (100,000)
Market Center Gross Profit $ 60,000

Market Center’s Contribution to Agent’s Profit Sharing Pool:

- 25% of first $2,990 = $747.50
- 35% of next $8,250 = 2,887.50
- 50% over $11,240 = 24,380.00

Profit Sharing Pool for the month $28,015

Net Market Center Profit $31,985

Carol’s (associate) Company Dollar Contribution for the month $5,600
Carol’s percentage of Company Dollar 3.5%
Profit Share Portion Relating to Carol’s Company Dollar $980

Level 1 (50%) Debbie (Carol’s Sponsor) $490
Level 2 (10%) Betty (Debbie’s Sponsor) 98
Level 3 (5%) Fred (Betty’s Sponsor) 49
Level 4 (5%) Steve (Fred’s Sponsor) 49
Level 5 (7.5%) Kathy (Steve’s Sponsor) 74
Level 6 (10%) Bob (Kathy’s Sponsor) 98
Level 7 (12.5%) Tom (Bob’s Sponsor) 122

Profit Sharing Allows You to earn a 100% Split or More!
Leverage Yourself
and Build Equity

YOU

Agent Sponsored 50%

Second Level 10%

Second Level 10%

Second Level 10%

Second Level 10%

Agent Sponsored 50%

Third Level 5%

Third Level 5%

Fourth Level 5%

Fourth Level 5%

Fourth Level 5%

Fourth Level 5%

Fifth Level 7.5%

Fifth Level 7.5%

Fifth Level 7.5%

Fifth Level 7.5%

Sixth Level 10%

Sixth Level 10%

Sixth Level 10%

Sixth Level 10%

Seventh Level 12.5%
Compensation for a New Generation

Associate/Partner Compensation

Keller Williams® is committed to the concept of associate/partner compensation being more than just commission programs.

Commission compensation at Keller Williams® is Low Risk-High Keep. Keller Williams® is able to accomplish this through a cap system. Two payments are capped:

1) The amount you pay the International Franchise
2) The amount you pay your local office.

How Much Did You Pay?

• Calculate how much you paid your Broker last year in company dollars, referral fees, annual marketing and associate fees.

Althea Osborn
North Texas/New Mexico Region
$614,743 Profit Share Received in 2008

It’s Real!
Each associate has his/her own fiscal year. Each associate’s year begins on the first day of the month following their association date (unless they actually join on the 1st of the month.)

Agent

<table>
<thead>
<tr>
<th>Start Date</th>
<th>Fiscal Year Ends</th>
</tr>
</thead>
<tbody>
<tr>
<td>70/30</td>
<td>100%</td>
</tr>
<tr>
<td>2.5 Million</td>
<td></td>
</tr>
</tbody>
</table>

75K GCI - $3,000 Franchise Royalty =
$72,000.00

70% Associate = $50,400
30% KW = $$

To compute how much a $2 Million dollar producer makes: Take 3% of 2.5 million=$75,000, less $3,000 for Franchise Royalty. Multiply that by 70%=$50,400.

Once an associate reaches approximately $2.5 million, they are now at 100% commission level.
Technology Tools and Websites
For Associates and Company

EagentC, is an in-house “agent-funded, agent-driven” team of technology experts whose mission is to provide research and Internet tool development, as well as protect and develop the real estate agent’s e-realty fiduciary position. Funded by associate contributions, EagentC is uniquely focused on agent technology solutions.
Eagent, the Only Agent Consortium

eAgentC is a prime example of Keller Williams Realty's commitment to maintaining a culture built by its agents and for its agents. eAgentC is an agent-focused technology group that equips our associates with leading-edge websites, an online business management portal, email, and much more.

The vision and direction for eAgentC's initiatives comes through Keller Williams Realty's ATC (Agent Technology Council), a committee of Keller Williams Realty associates tasked with providing vision and direction for the development of technology to help agents in their businesses. The ATC represents the voice of the agent in the development of technology tools.
National Public Website
National Intranet
For K.W. agents only

You are able to download marketing campaigns, logos, fonts, manuals, set your goals for each year, check your email, see various reports, etc.
National E-Cards

Back to School
Birthday
Congrats

Dozen Deadly Secrets
Farming
FSBOs

Holidays
Just Listed
Just Moved
Customized Agent Website Templates
Local Internet
For our KW Agents only
Local Internet screen shots

Several documents available for you to download and use at a moments notice.

Calendar of events, shows all the training, meetings and events.
Added Values
Added Value

- Mentorship/Shadowing Programs
- New Agent Toolkits
- PowerPoint Listing Presentations & Buyers Presentation
- Contract/Listing Checklists
- Free voicemail
- Risk Management & Contract Support
Additional Value

- Conference rooms
- Clients belong to agents, not broker
- Open-book Policy
- One-on-one consulting with Team Leader
- Full Time Support Staff
Additional Technology Support

- State of the Art Equipment
  - LCD Projector.
  - New state of the art computers.
  - Fast, high-resolution printers.
  - Scanner.
Technology Benefits

• Technology
  ▪ In-house Computer & Web training several times a month.
  ▪ In-house computer support for home and work computers.
  ▪ Free website and e-mail address.
  ▪ Extensive E-card campaigns.
  ▪ Track your goals, production, and profit share online.
Agent Benefits

◆ Agent Branding

- Agents encouraged and consulted to use their own image in all marketing.
- As a business low monthly fees allow you to market yourself.
- Enjoy the benefits of a franchise while branding yourself to your family, friends, and target prospects.
Your Brand is Our Business

At Keller Williams Realty we believe that real estate is a local business. Thus, our branding strategy is to provide you with systems and customizable products to enhance your image in your local market.

*ProManage* (our Agent Tools for Marketing) equips you with the best technology, the best content for marketing, and the best systems as taught in *The Millionaire Real Estate Agent* (8x8, 33 Touch, 12 Direct).

We work to fuel your momentum.
Agent Benefits

- Social Activities/Community Involvement
  - Regular Social Activities, Parties, Happy Hours, Group Events.
  - Community Involvement.
  - Franchise Charity- “KW Cares” Helps Realtors in need locally and nationally.

- Non-Competing Team Leader
  - Team Leader Coaches and Consults
  - Team Leaders do not compete with you

- Support Staff
  - Full Time Call Coordinator
  - Full Time MCA
Keller Williams®
Your career path choice

Are you ready to embrace the most significant movement to occur in the real estate industry?

We look forward to you joining the real face of real estate — KELLER WILLIAMS® Realty!
For further information contact:

Bill Wagner

at:
609-432-8005

or
billwagner@kw.com