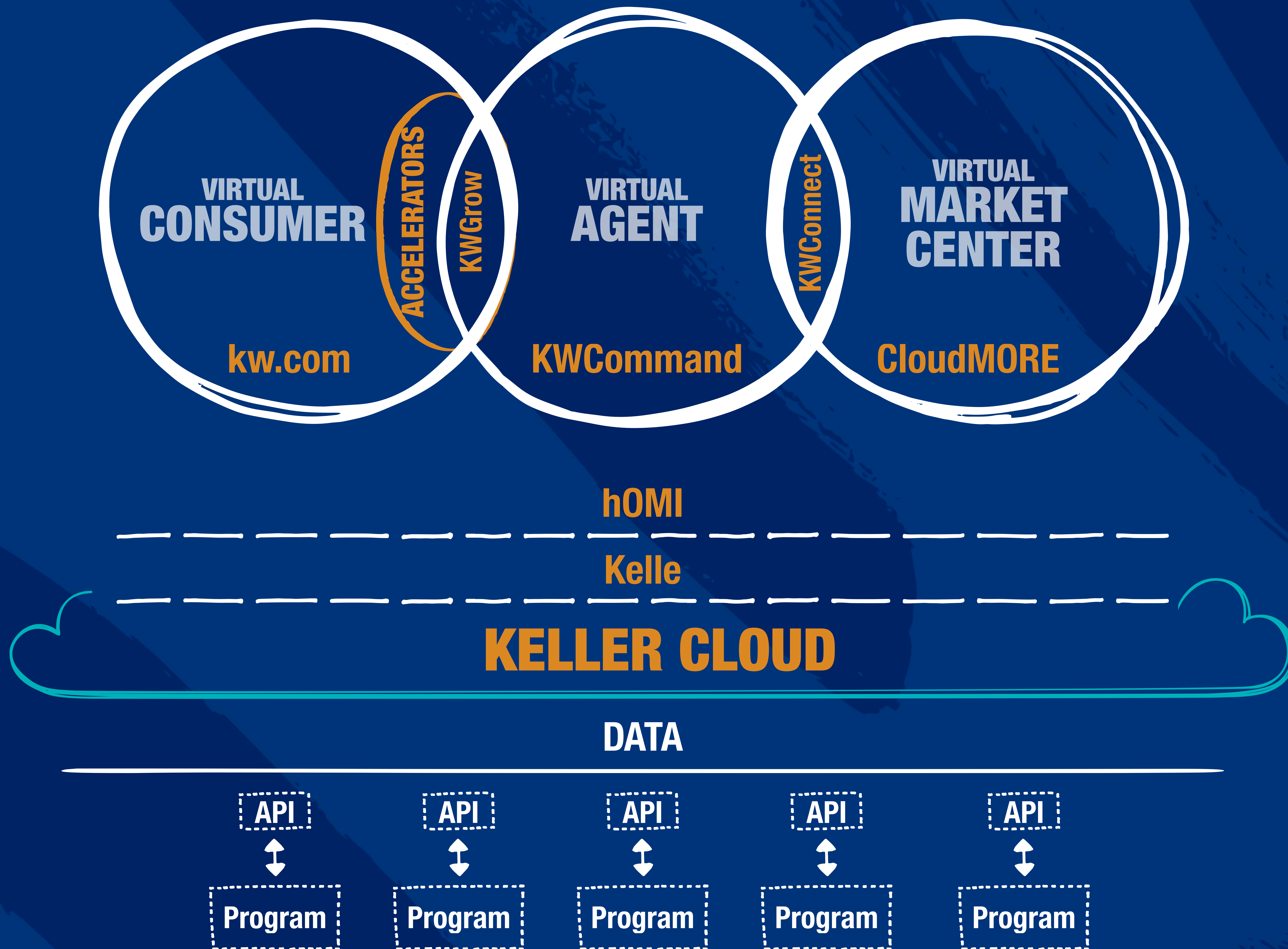


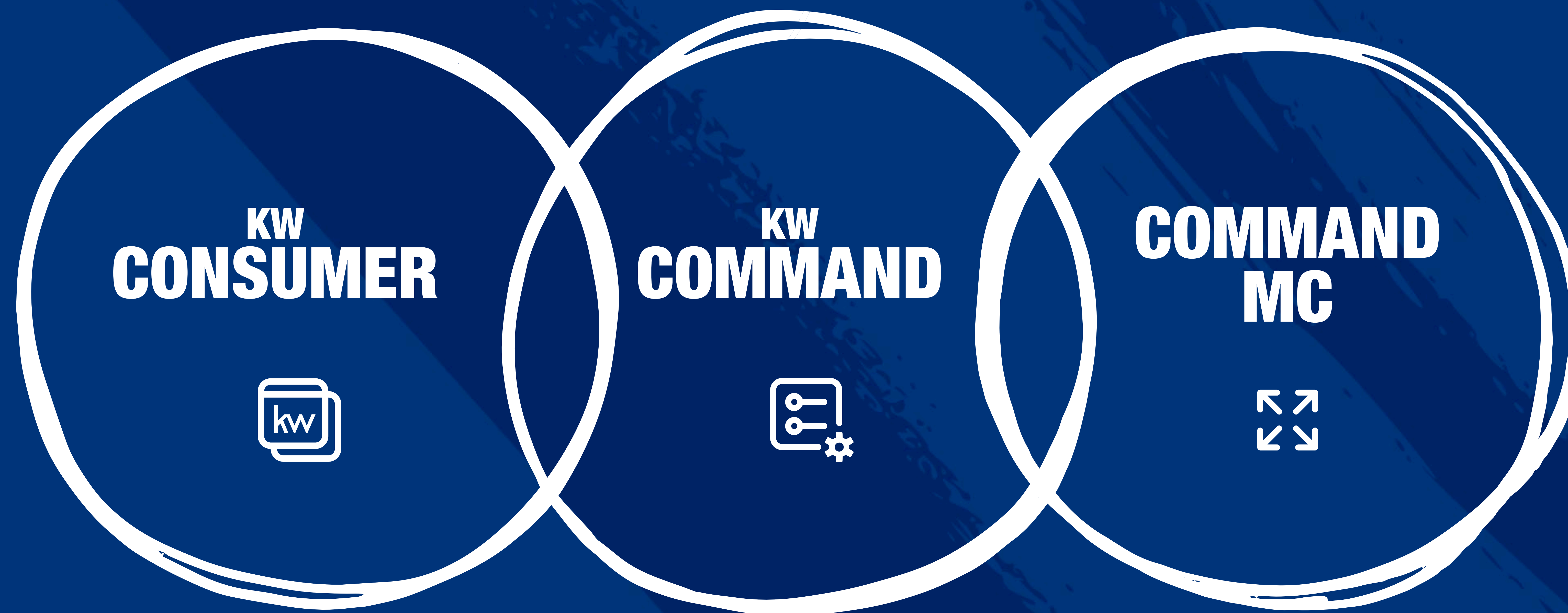
This data is provided on an “as is” basis and KW makes no representation or warranty, and disclaims all warranties, expressed or implied, as to the accuracy, reliability, relevancy, timeliness, utility, or completeness of the data KW has provided to you. KW assumes no responsibility for any errors or omissions in or resulting from the data. Neither KW nor any of its directors, managers, employees, agents, or representatives will have any liability for payment of damages of any kind resulting from your use of any data or other information KW shares with you. You bear all responsibility in determining whether the data KW has shared with you is fit for your intended use.

STATE OF OUR COMPANY 2023



2017





Connect (Learning, Training, and Coaching)



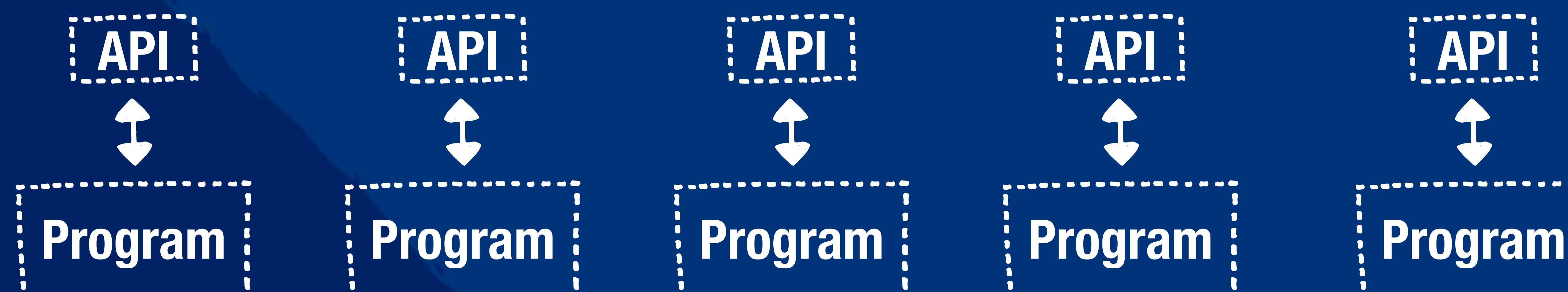
Command Mobile



DATA, INSIGHTS, AI

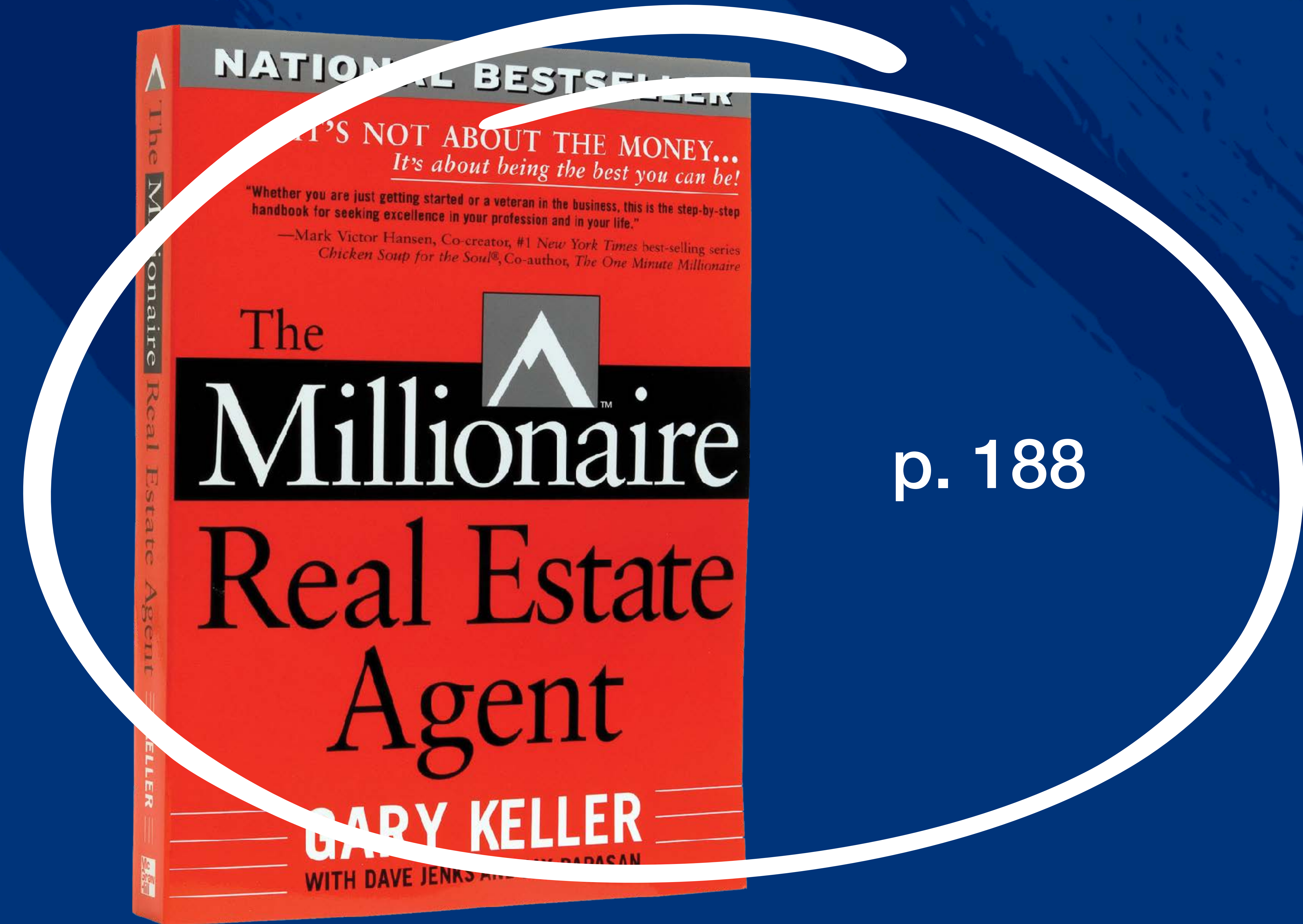


PLATFORM INTEGRATION (MarketPlace)



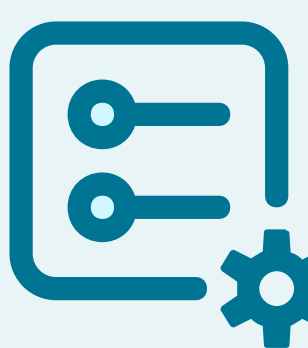
The Four Laws of Lead Generation

1. Build a **database**
2. **Feed it** every day
3. **Communicate with it**
in a systematic way
4. **Service all the leads**
that come your way

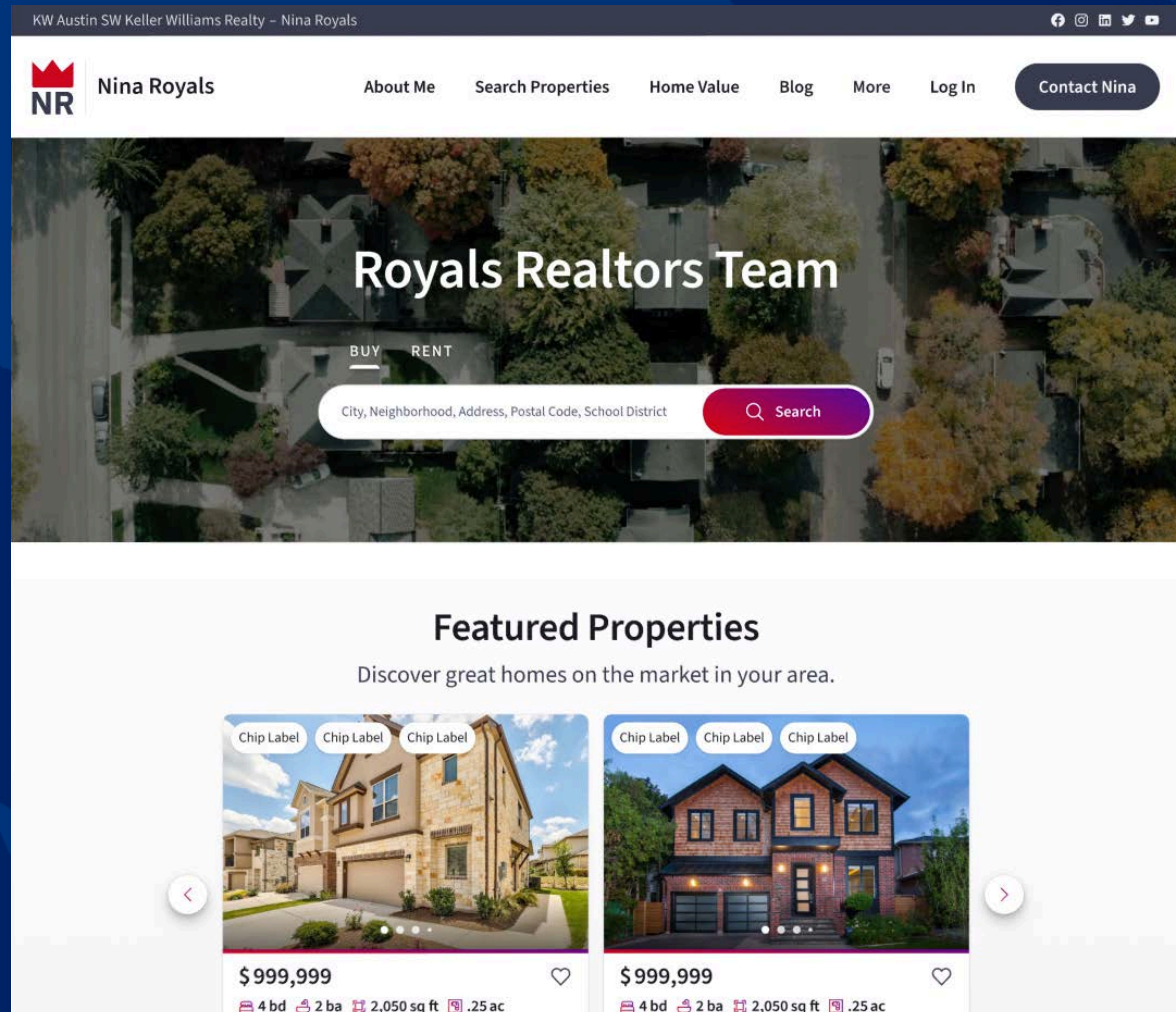


p. 188

The Four Laws of Lead Generation

1. Build a **database** →  **Contacts** → **64M** Unique Contacts
2. **Feed it** every day →  **Campaigns** → **5,192,286** Leads,
Avg. Cost **\$2.29**
3. **Communicate with it**
in a systematic way →  **SmartPlans** → **167M** SmartPlans Launched
4. **Service all the leads**
that come your way →  **Opportunities** → **7,495,387** Opportunities
Created

Reimagined Agent Sites



- Expand your reach
- More lead generation tools
- Create customized content focused on delivering value

Home Ownership: Home Valuation



Understanding my Home Value

📈 Your value is in a great place!

Your home value is increasing along with the market trends in your neighborhood.

Based on your home details, similar homes nearby, and market activity impacting your home, your home value is estimated to continue to increase.

NINA IS AVAILABLE TO HELP

Let's talk about selling

Your agent can complete an accurate home estimate and provide personalized advice.

Contact Agent

Sell directly with Keller Offers

📄 Check out Keller Offers

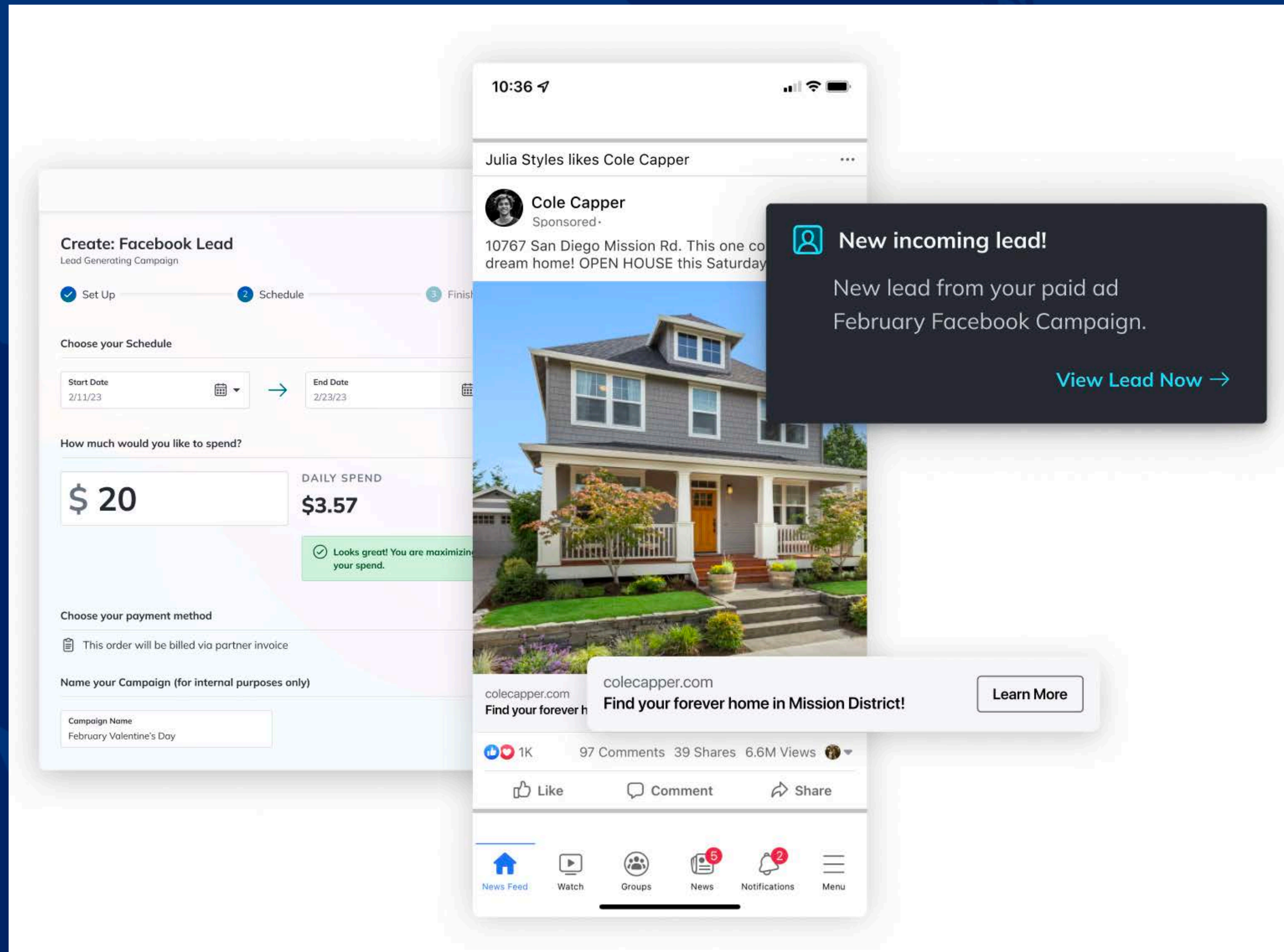
Be empowered with valuable options when selling, buying, or improving your home.

- Top requested features
- Drives differentiation
- Deepens client relationships
- Provides continual value

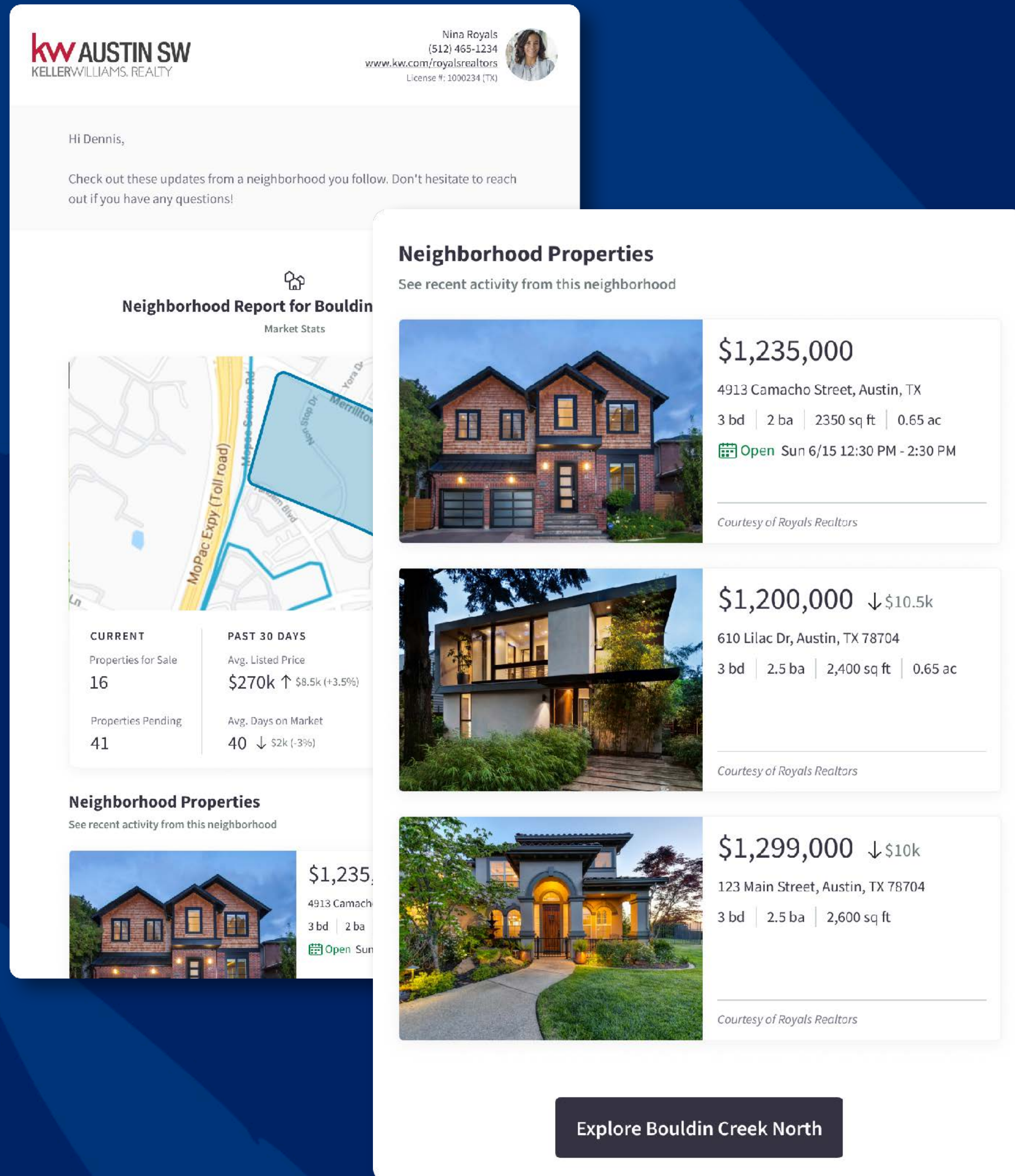
New A.I. Powered Paid Ads

Generate More Leads for Less

- Paid Ads options
- Google Ad Words
- Instagram & Facebook
- TikTok *(Coming Soon)*
- Dynamic Ads *(Limited Availability)*
- Retargeting



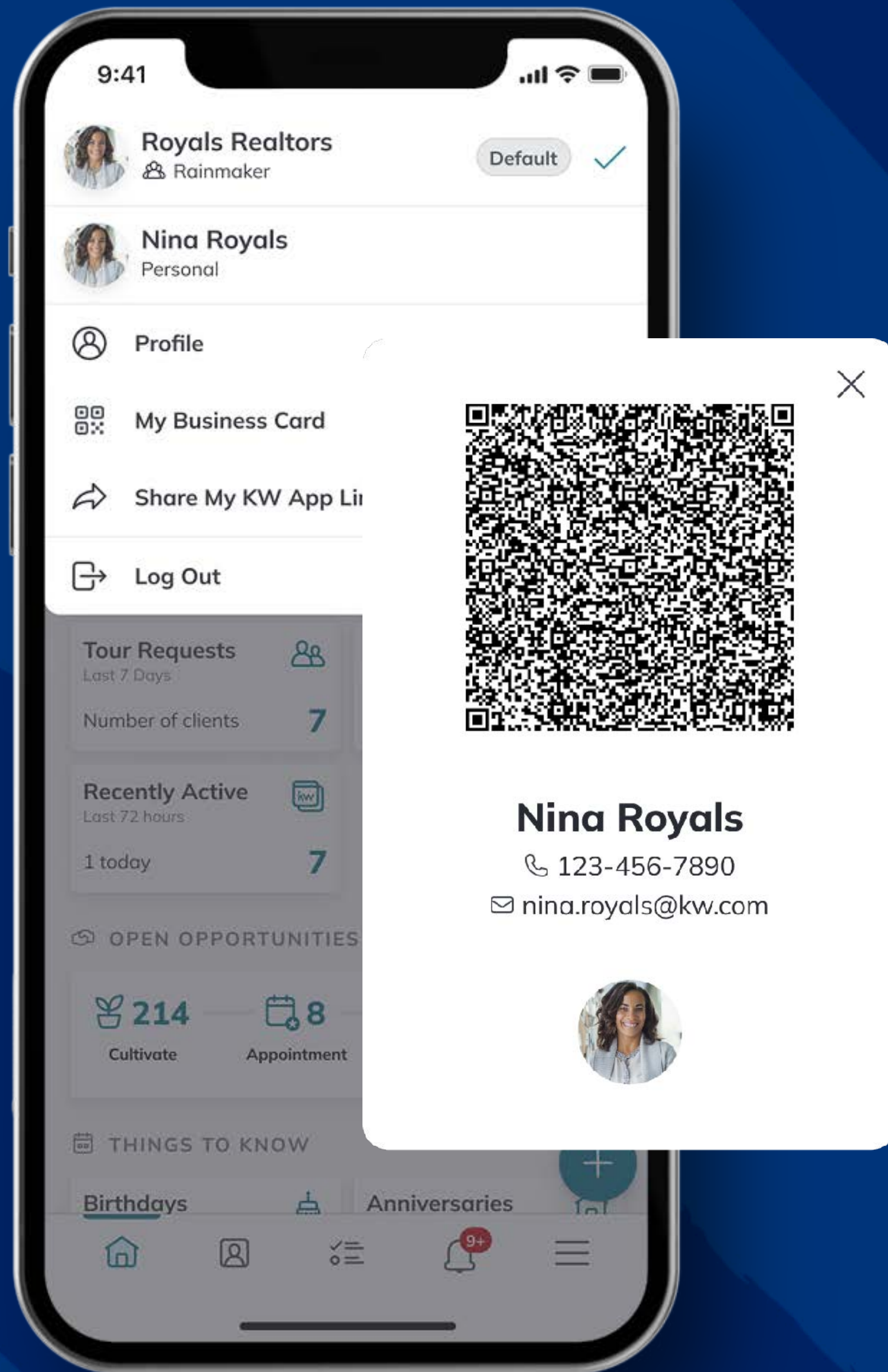
SmartPlans



Monthly Neighborhood Nurture Updates

- Redesigned MNN SmartPlan
- Integrated with KW Consumer platform
- Recipients converted to KW Consumer users

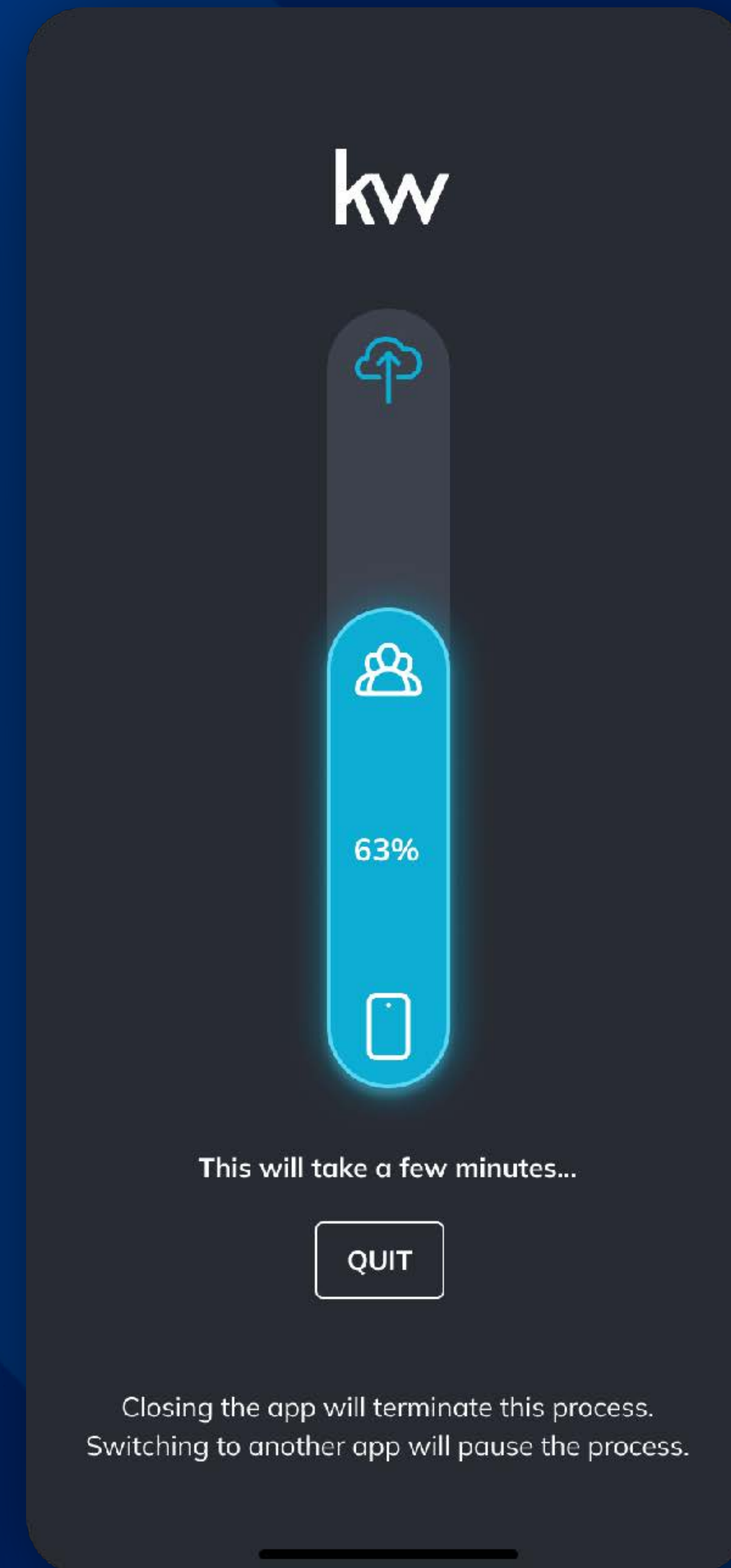
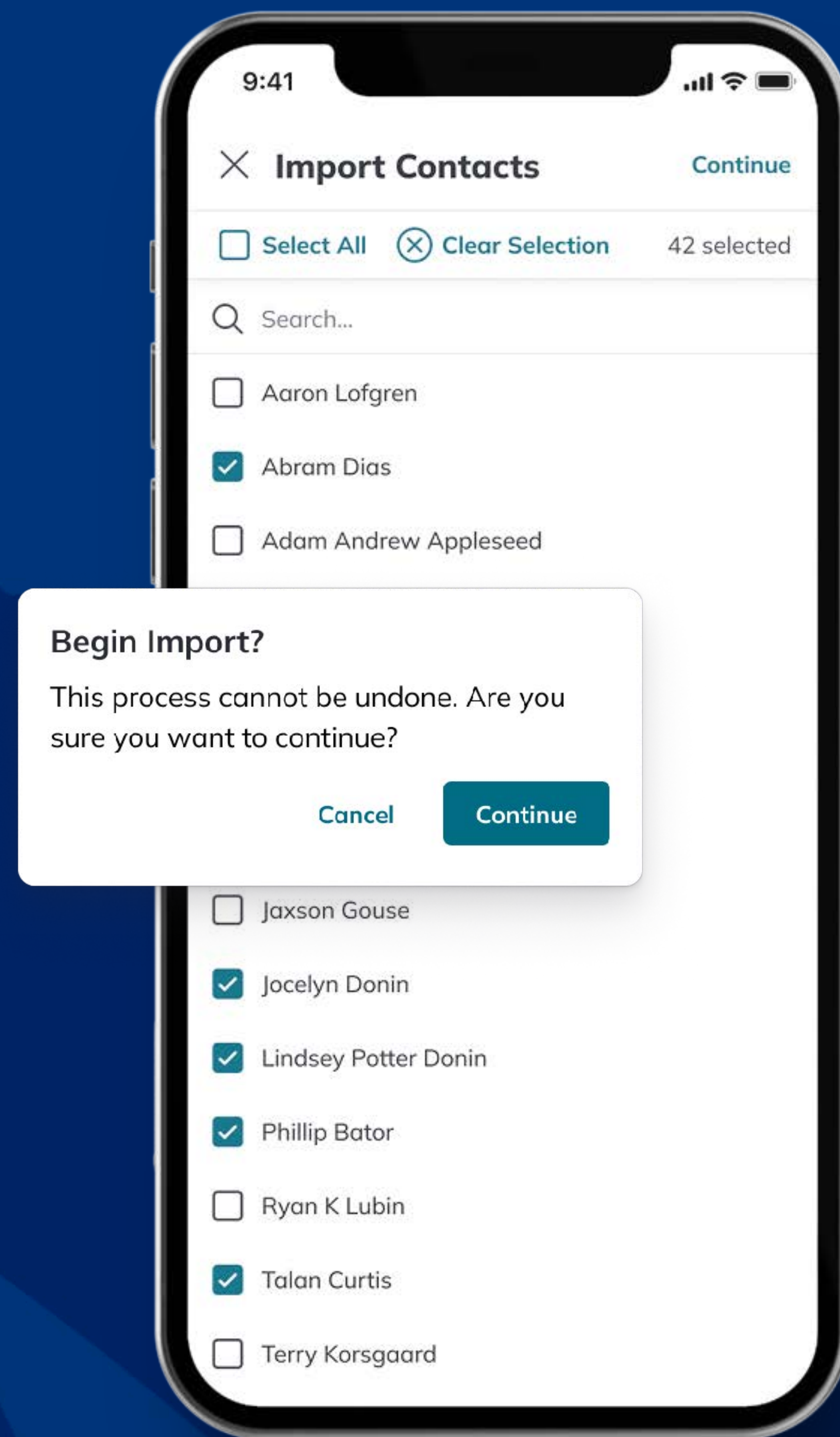
Digital Business Cards



Command App

- Your QR business card
- Your client scans it to easily add your contact info on their phone

Import Your Phone Contacts



Command App

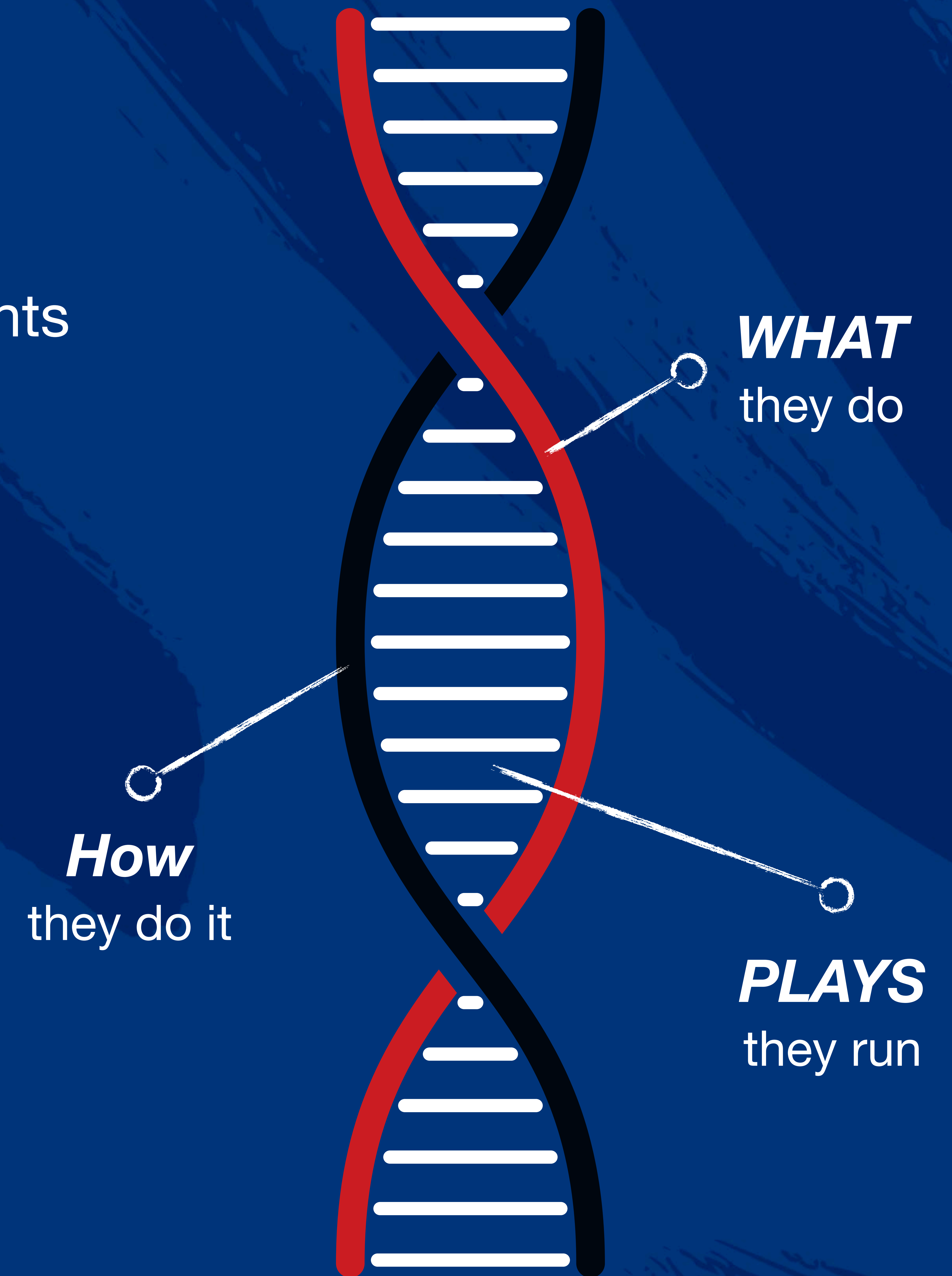
- The easiest way to import your phone contacts into Command
- Import all your phone contacts or select a subset

***MODELED ON MREA.
DESIGNED BY AGENTS.
BUILT FOR ENTREPRENEURS.***

The Path is in the Math

What is the math equation for how real estate agents **RUN** and **GROW** their business?

- What do agents do ***EVERYDAY*** to run and grow their business?
- This is the ***DNA*** of a Real Estate Agent



Step 1: Define *WHAT*

We defined *What they do*

GROW

- Database Engagement
- Expired/Cancelled
- FSBO
- Door Knock
- Open House
- Client Events
- Seminars
- Pop-bys
- Social Ads
- PPC
- Farming
- Real Estate Newsletter/Magazine (Printed)
- Real Estate Newsletter/Magazine (Digital)
- Social Media Post (Non-Paid)
- Forced Registration
- Reverse BOLD
- Circle Prospecting
- Philanthropy
- Print Ads

RUN

- Make Presentations (Buyer/Seller)
- Show Houses / Schedule Showings
- Pre-Listing Work (Staging, Clean-Up, etc)
- Order Photos/Video
- Market Listings
- Write Contracts
- Negotiate Contracts
- Inspections
- Broker Compliance
- Receive Commission
- Vendor Management
- Attend Training
- Get Coaching
- Track Goals/Progress
- Manage Money
- GPS/411
- Calendar Connection

Step 2: Define *HOW*

We defined *How they do it*

HOW

1. Make Calls (Single)
2. Make Calls (Bulk)
3. Voicemail Drop
4. Send Text Messages (Single)*
5. Send Text Messages (Bulk)*
6. Send Email (Single)
7. Send Email (Bulk)
8. Lead Capture
9. Track and Log Interactions (Contact/Lead)
10. Export Mailing Labels
11. Buy Gifts
12. Set Up Searches
13. Set Up Showings
14. Run CMAs
15. Create Marketing Material
16. Create Squeeze Pages/Forced Registration
17. Use Marketing Material (Pre-Made)
18. Send Direct Mail
19. Post to Social Media (Free)
20. Run Social Media Ads (Paid)
21. Create Follow Up Plans
22. Use Follow Up Plans
23. Manage Daily Tasks
24. Create Workflows and Processes
25. Use Workflows and Processes
26. Prepare Agreements
27. Write Contracts
28. Compare Offers
29. Submit for Compliance
30. Submit for Commissions
31. Communicate with vendors
32. Register for Classes
33. Attend Classes/Learning (Connect/Help Articles)
34. Track Lead Gen Activities

*WARNING! You must comply with the TCPA and any other federal, state or local laws, including for B2B calls and texts. Never call or text a number on any Do Not Call list, and do not use an autodialer or artificial voice or prerecorded messages without proper consent.

Step 3: Run the Plays

WHAT

HOW



Open House



- #15 Create Marketing Material
- #17 Use Marketing Material (Pre-Made)
- #16 Create Squeeze Pages/Forced Registration
- #1 Make Calls (Single)
- #4 Send Text Messages (Single)

- #5 Send Text Messages (Bulk)
- #19 Post to Social Media (Free)
- #20 Run Social Media Ads (Paid)
- #21 Create Follow Up Plans
- #22 Use Follow Up Plans



Social Media



- #1 Make Calls (Single)
- #4 Send Text Messages (Single)
- #5 Send Text Messages (Bulk)
- #6 Send Email (Single)
- #7 Send Email (Bulk)

- #15 Create Marketing Material
- #17 Use Marketing Material (Pre-Made)
- #18 Send Direct Mail
- #20 Run Social Media Ads (Paid)

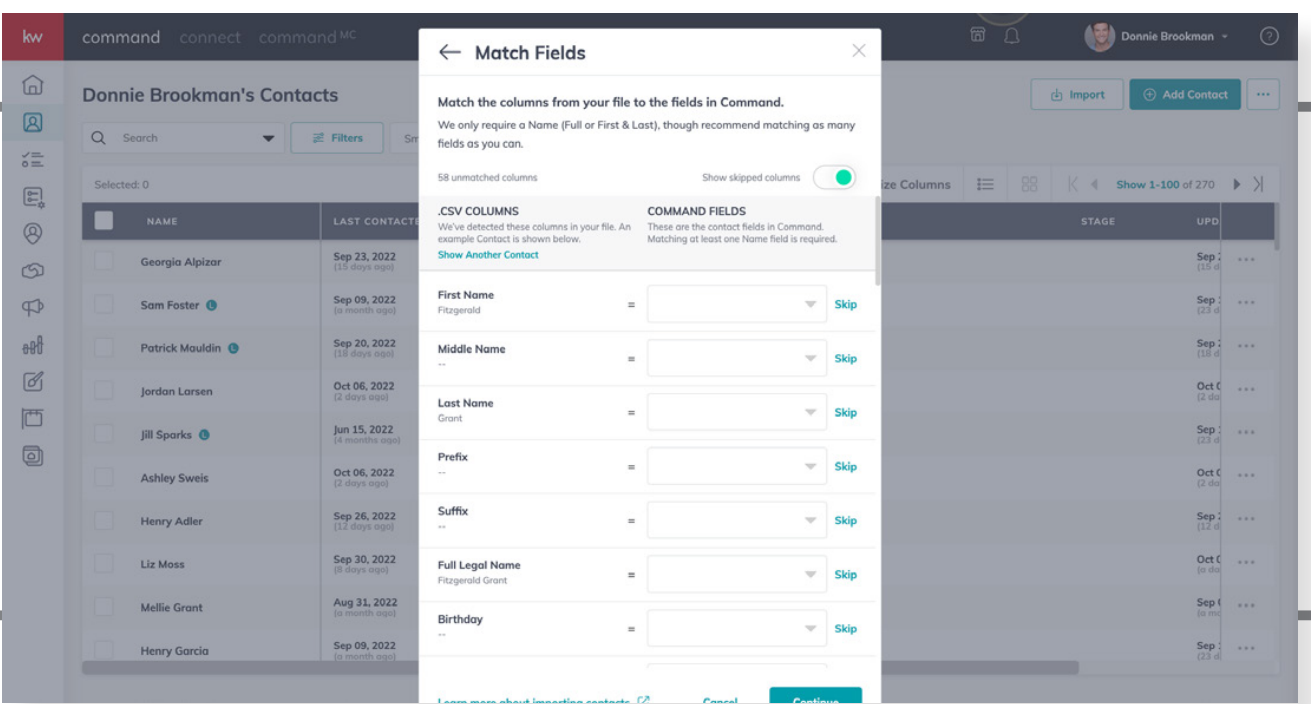
Command Your Business

#8 LEAD CAPTURE

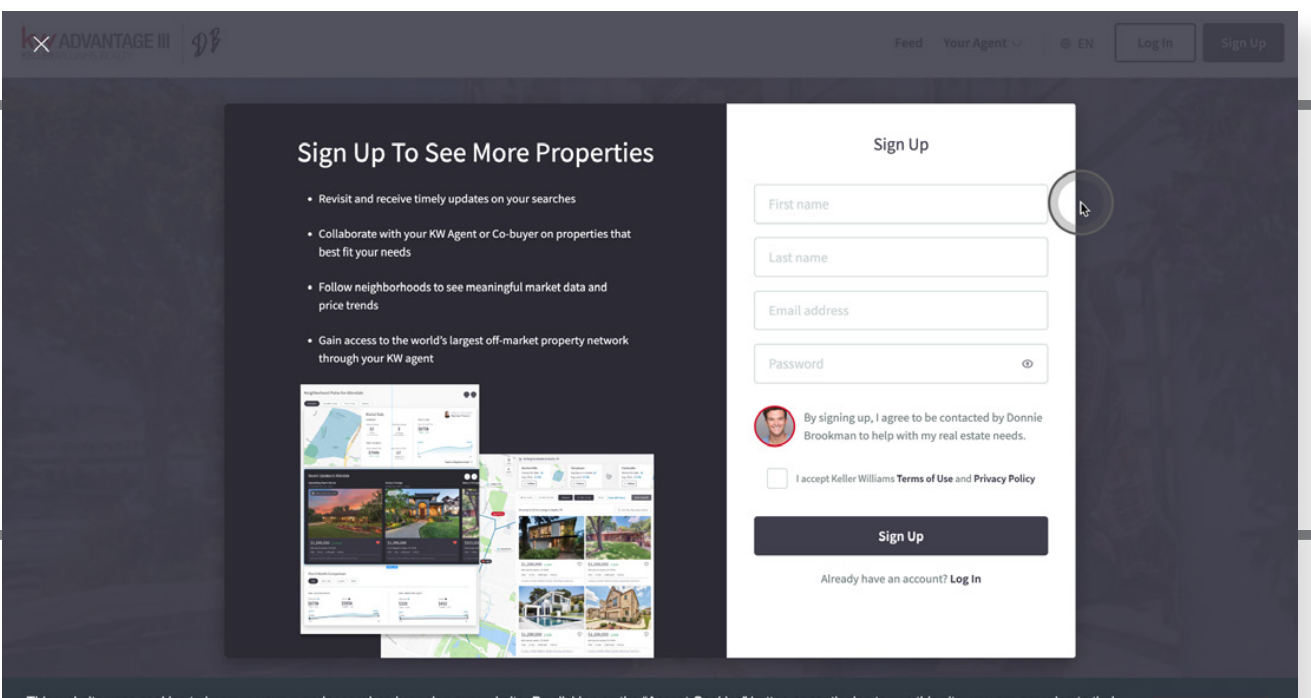


Leads can be added to KW Command manually, file import, from another CRM/Technology provider through API Nation, or captured from the associated consumer experience.

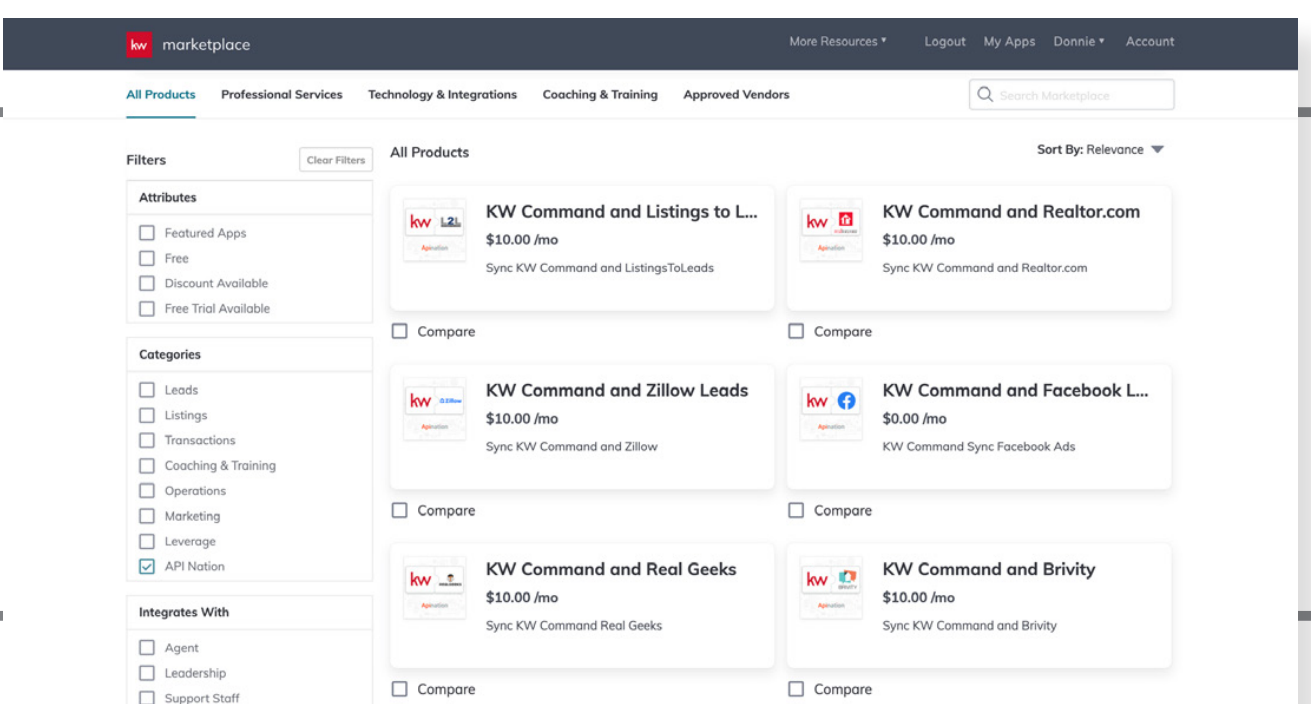
- **CONTACT IMPORT**
1. Open Command > Contacts
 2. Select "Import"
 3. Download template or upload a custom file
 4. Map fields
 5. Continue to Import



- **CONSUMER LEAD CAPTURE**
- Leads captured from KW agent sites & mobile app will be mapped to Command > Contacts. Command's Campaigns applet also has social ad lead capture forms built in.



- **API NATION [MARKETPLACE]**
- API Nation can be purchased in the Marketplace to bidirectionally sync contacts between Command and 22 popular systems. Options range from Google, iCloud (Apple), Realtor.com, Zillow, and more.

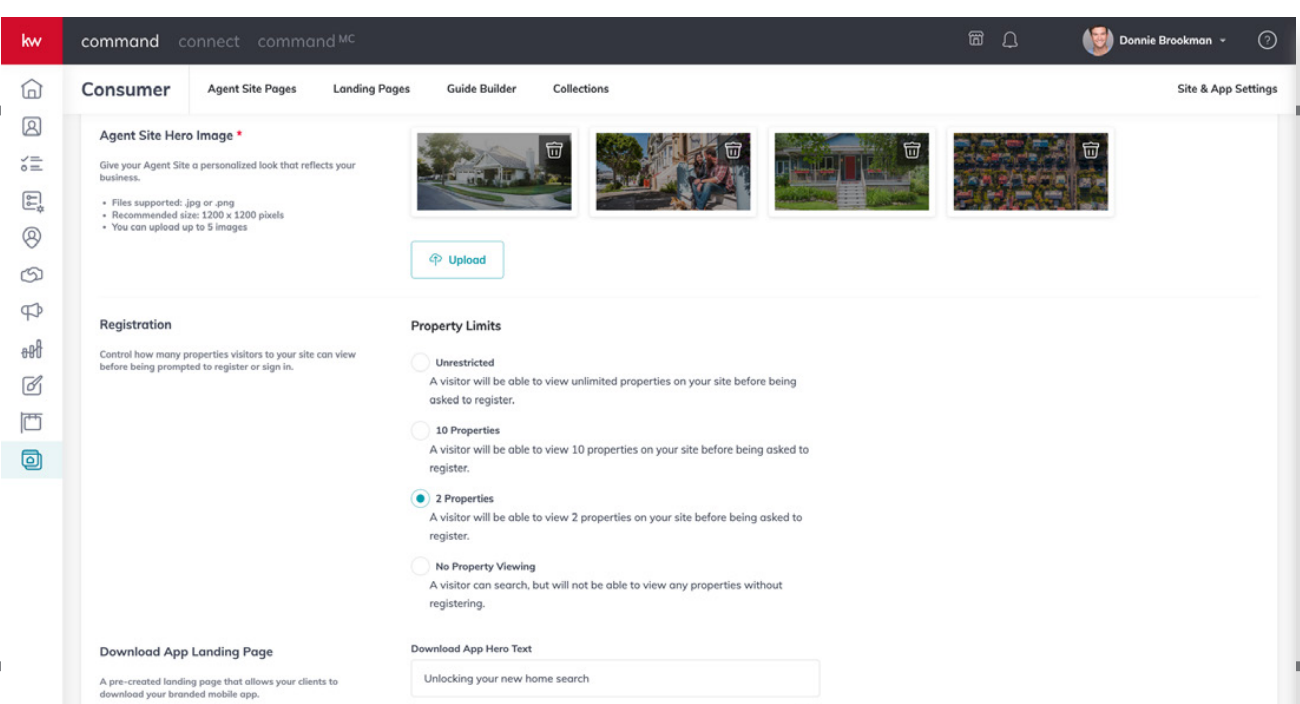


#16 CREATE SQUEEZE PAGES (FORCED REGISTRATION)

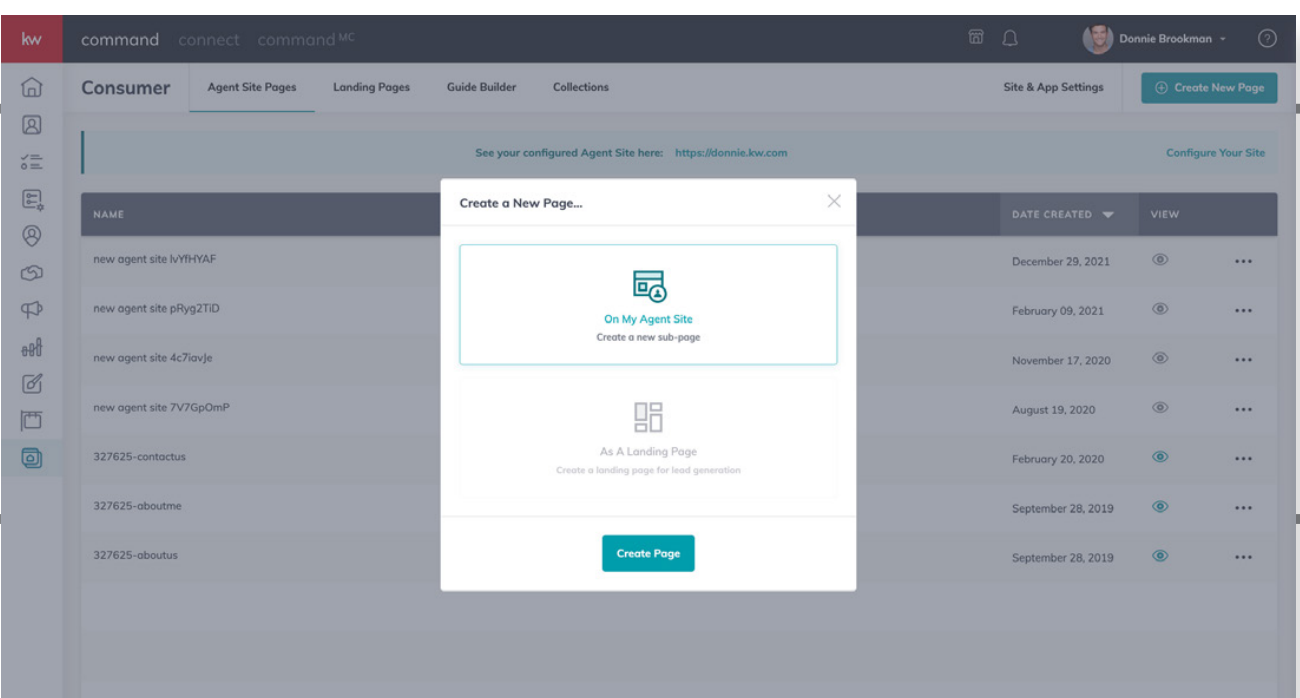


Agents can set required registration settings for their agent site based on the number of properties a consumer views. Options range from unrestricted to no property viewing. **Visitors will be prompted to register or sign-in after hitting the property view limit set by the agent.** Individual landing pages can wbe created through Command's Consumer applet with a variety of widgets.

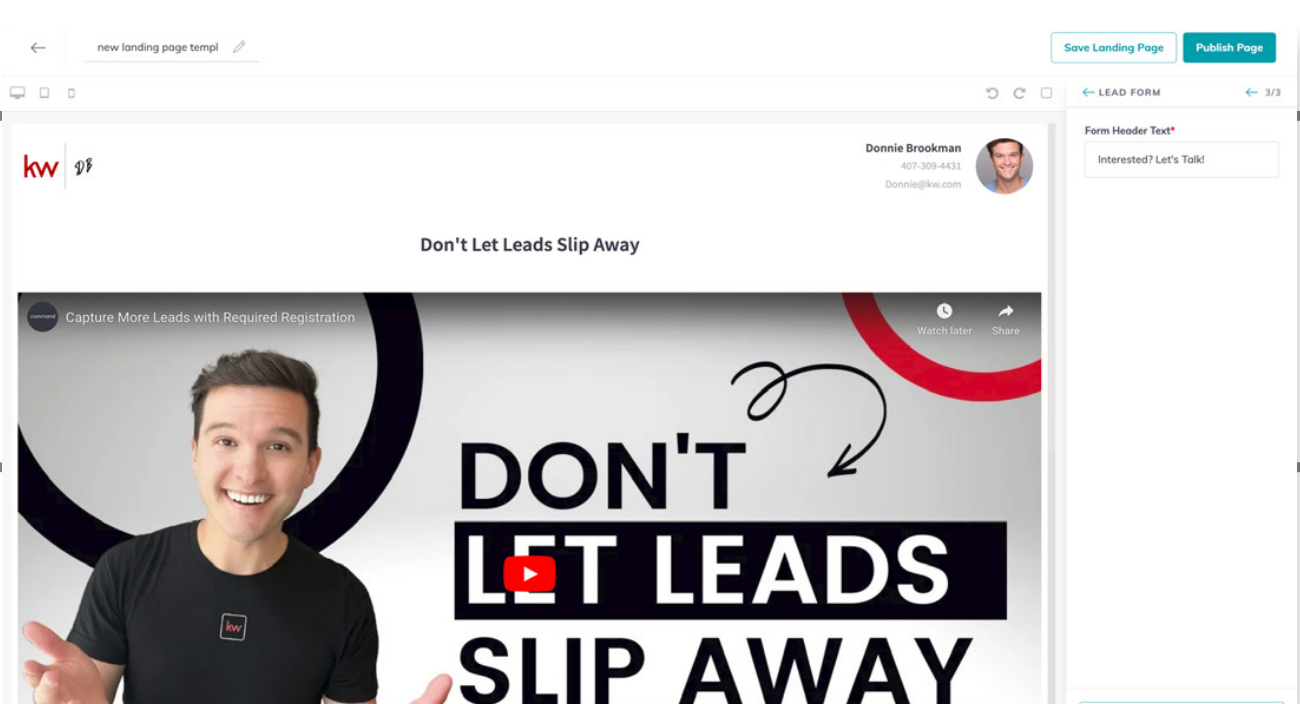
- **SET REGISTRATION SETTINGS**
1. Open Command > Consumer
 2. Select "Site & App Settings"
 3. Select desired property limit
 - a. Unrestricted, 10 properties, 2 properties, or no properties
 4. Save settings



- **CREATE A LANDING PAGE**
1. Open Command > Consumer
 2. Choose "Create New Page"
 3. Confirm page for Agent Site or single Landing Page



- **CUSTOMIZE PAGE**
1. Add desired widgets
 2. Configure widgets
 3. Save Landing Page or Publish Page

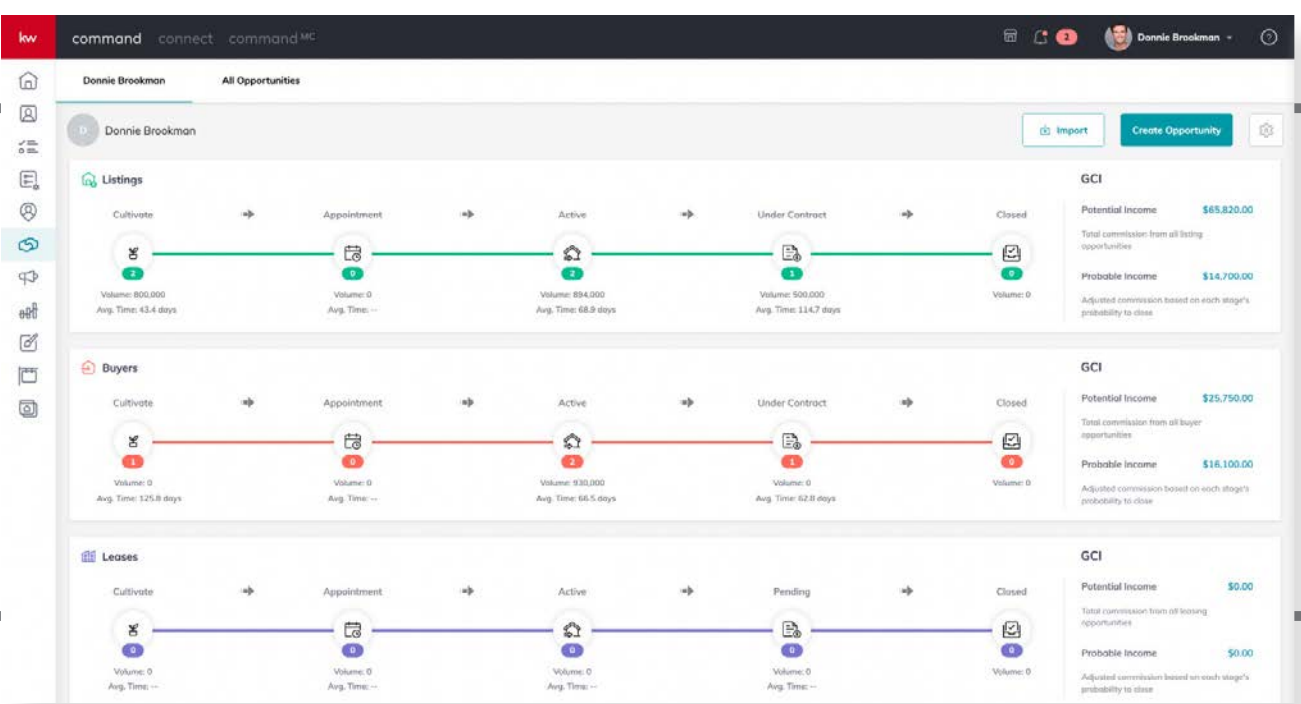


#24 CREATE WORKFLOWS AND PROCESSES

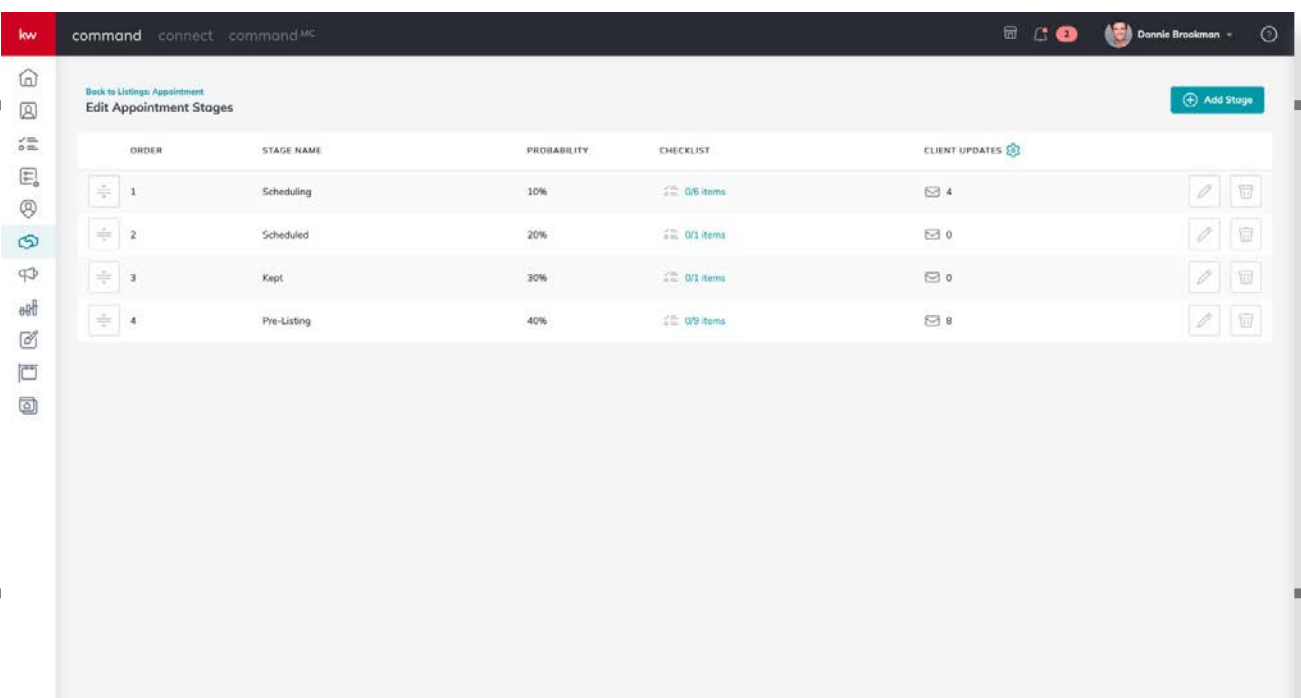


Agents can create custom workflows & checklists for Opportunities (transactions) to track on their Sales Pipeline. Checklist can be managed from a template level and included in a Client Update. Client updates can be turned on for each opportunity (optional) to send a daily summary of items completed to customer(s).

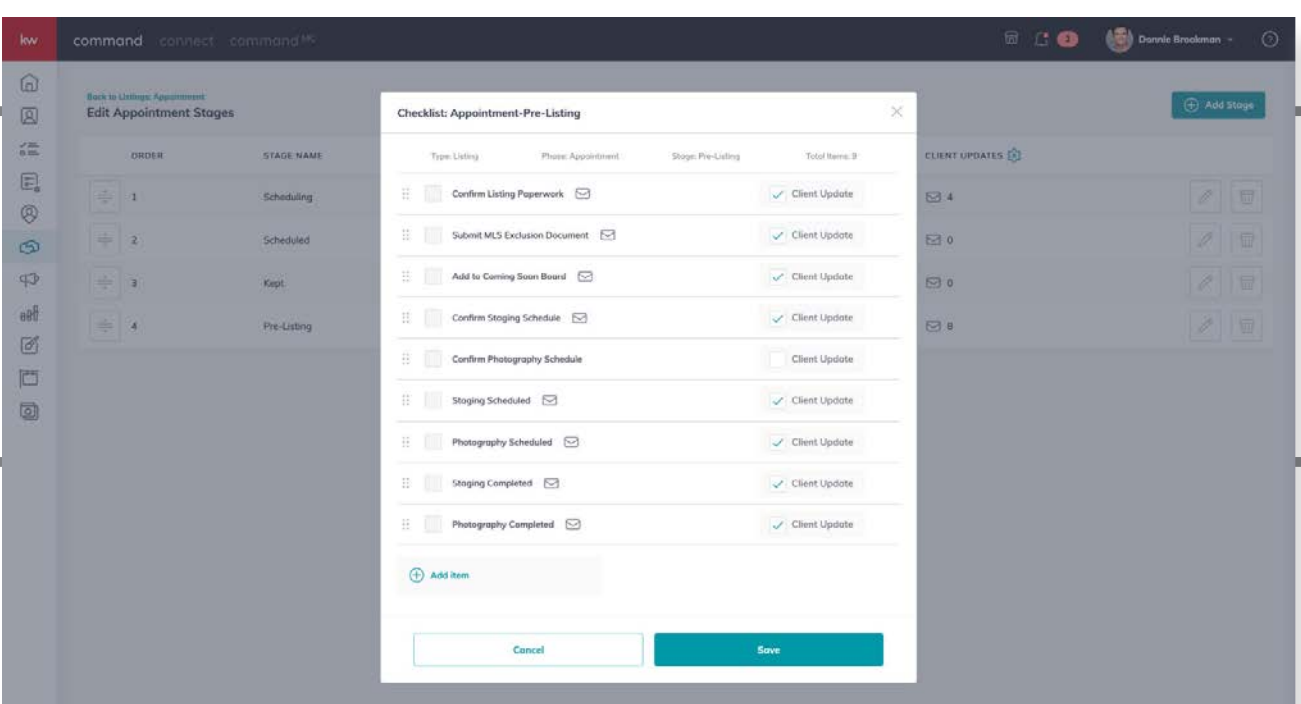
- **VIEW SALES PIPELINE**
1. Open Opportunities applet
- This pipeline is broken down into five phases for Listings, Buyers, and Leases. Agents can visually track their business. Each phase can have custom stages to track in more detail.



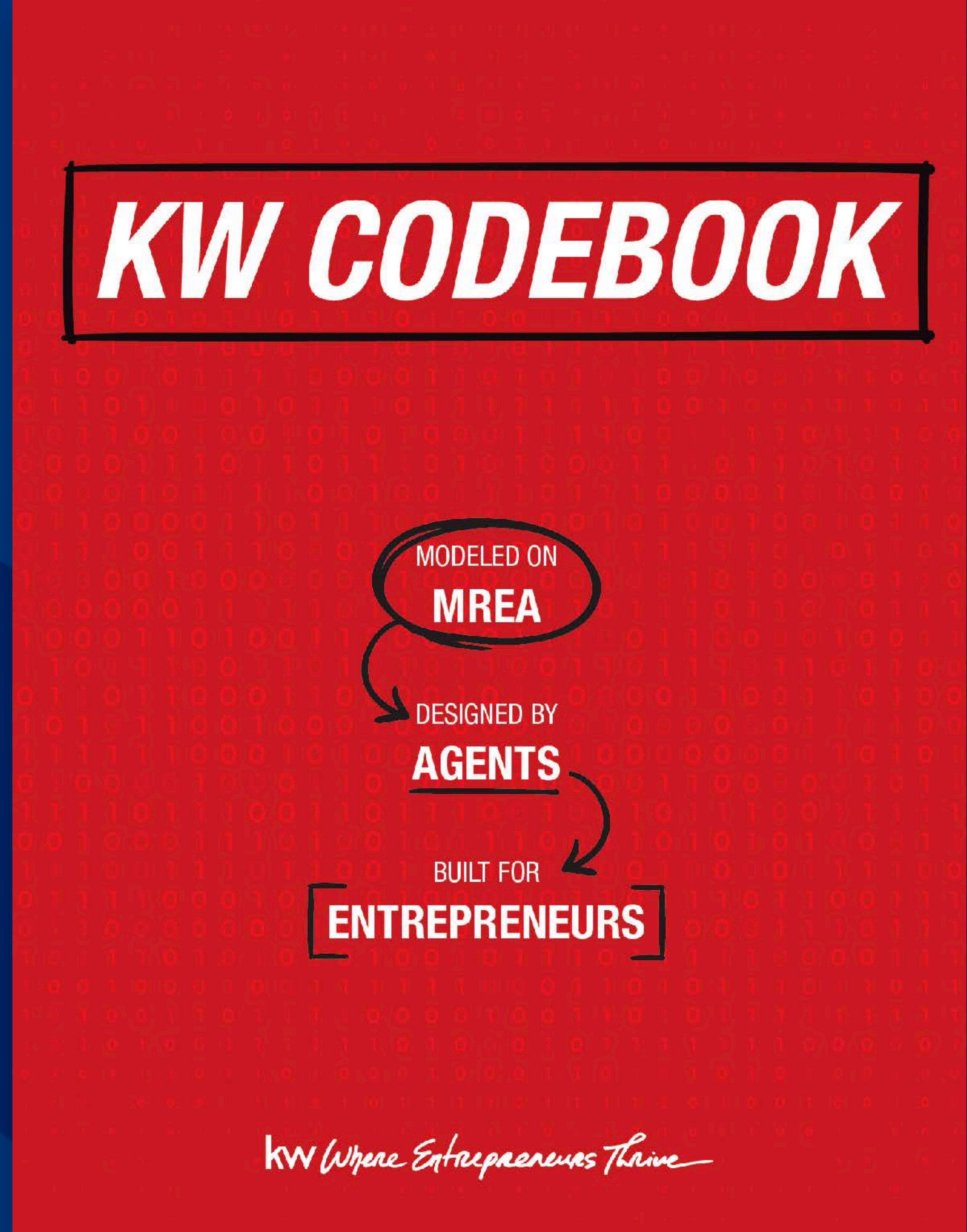
- **ADD / EDIT STAGES**
1. "Add New" stage in top right
 2. Edit name
 3. Edit probability to help forecast GCI (conversion rate)
 4. Edit checklist templates



- **EDIT CHECKLIST TEMPLATE**
1. Add item
 2. Include in Client Update (optional)
 3. Save changes



Download the Codebook and Playbooks here!



***AND WE'RE JUST
GETTING STARTED...***

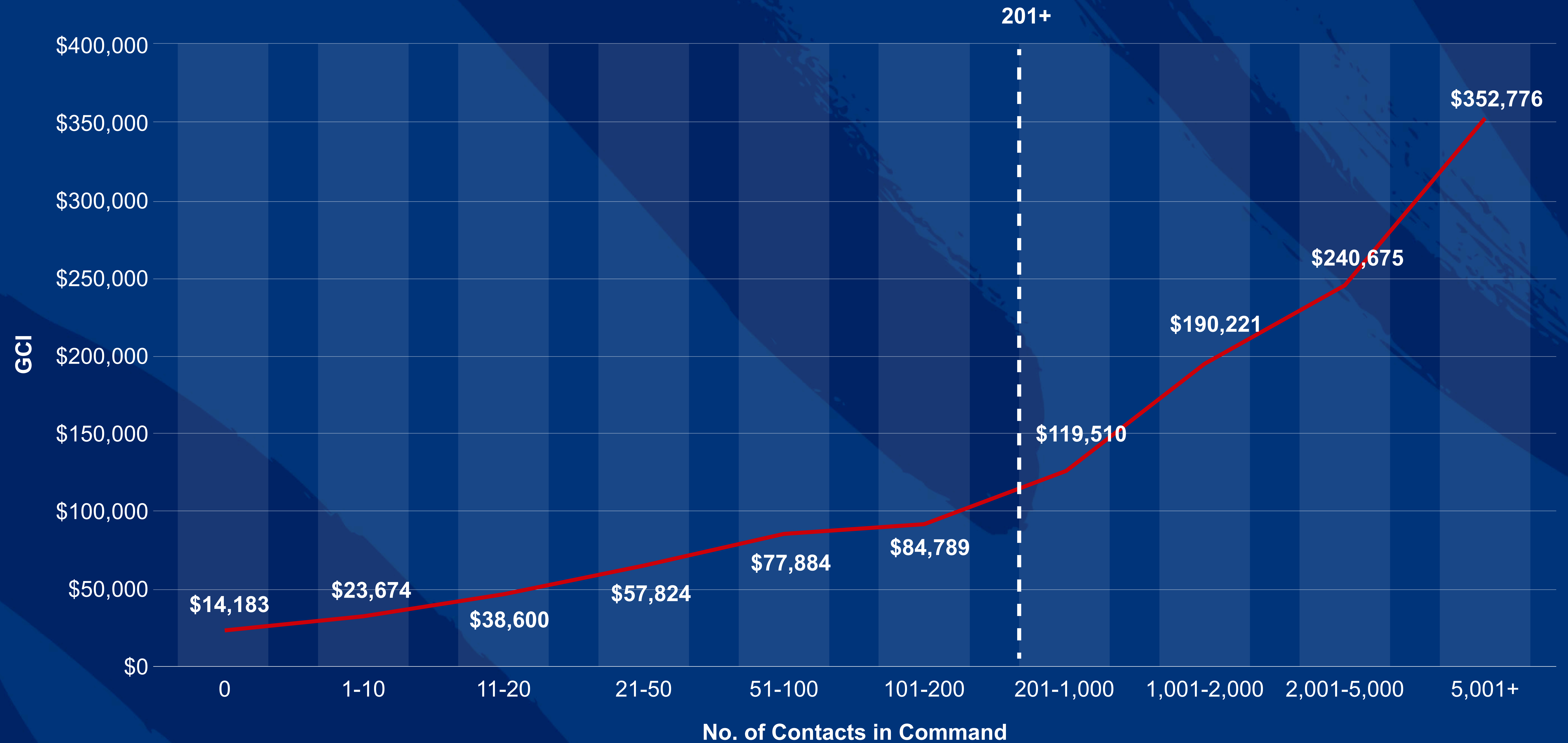
Onward Always. Help build the future with LABS



kw



The 201+ Club



THE LANGUAGE OF REAL ESTATE

1,108,796

Closed Units

\$472,922,148,330

Closed Sales Volume

1,189,603

Contracts Written

\$506,533,250,141

Contracts Written Volume

\$426,519

Average Sales Price

\$130,769,703

Profit Share (All time \$1.8bn)

657,199

Listings Taken

\$294,411,073,629

Listings Taken Volume

WI4C2TES

Win-Win: *Or No Deal*



KW was named to Franchise Business Review's list of *Best Recession-Proof Franchises 2022*

KW was named to Entrepreneur's *2022 Fastest-Growing Franchises* list



Integrity: *Do The Right Thing*



Franchise Business Review featured KW on its list
Top Franchises for Veterans

Customers: *Always Come First*



CareerBliss ranked KW at **No. 14** on list
of *Happiest Companies 2023*

Commitment: *In All Things*



Swanepoel named KW the **No. 1** real estate franchise by *agent count*, *transaction sides*, and *sales volume*

The Close ranked KW as *The Best Real Estate Company to Work for Overall*



Communication: *Seek First to Understand*



“Keller Williams' goal for 2023? 'Someone has to sell a damn house'”

“Keller Williams wants to be a different kind of iBuyer”



“Keller Williams aims to train agents as wealth advisors”

Creativity: *Ideas Before Results*



Forbes ranked KW as one of *America's Best Employers for New Graduates 2022*

Teamwork: *Together Everyone Achieves More*



Forbes featured KW on its list of *America's Best Large Employers 2022*

Trust: *Starts With Honesty*

KW ranked on the *Best Places to Work 2022* list by Glassdoor



Equity: *Opportunities for All*



Newsweek ranked KW on as one of *America's Greatest Workplaces 2023 for Diversity*

Forbes ranked KW as one of the *World's Top Female Friendly Companies* and Franchise Business Review featured KW on its list of *Top Franchises for Women 2022*



Success: *Results Through People*



RISMedia named 6 KW leaders to the
2023 Real Estate Newsmakers

- Bill Soteroff
- Jason Abrams
- Julia Lashay-Israel
- Kymber Menkiti
- Marc King
- Sajag Patel



Swanepoel ranked Gary Keller as the *No. 2*
most powerful person in real estate.



***TOGETHER EVERYONE
ACHIEVES MORE***



COMMERCIAL



ALICIA SHEPHERD



CYNTHIA LEE





DIVERSITY, EQUITY AND INCLUSION



JULIA LASHAY-ISRAEL



KELLERWILLIAMS
LAND



BEN CLARK



JASON TROSPER



KASEY MOCK



KELLERWILLIAMS
Luxury



BRADY SANDAHL



CAROLINE HUO



kw MILITARY



DEANA WATSON



MATT GRUIDL



KW NEW HOMES



BILL HOULE





REAL ESTATE PLANNER



DAN IHARA



kw | Relocation



CHRISTINA GRIFFIN



LIZ PARKER



TAMMY CHEVALIER



kw | sports + entertainment™



JASON ROSS



JORDAN STUART





| *Style* ^{TO} DESIGN



HEATHER CAINE



KELLY RODRIGUE



kw | TALENT



LIZ LANDRY





BRETT TANNER



GABI BRENNESHOLTZ



KWYP

KELLER WILLIAMS YOUNG PROFESSIONALS



KAMI BINSTOCK



kw | Operations



NICOLE ZUBER



kw | Wellness



KIMBERLY GUIRY





CLARITY
powered by KW Wellness



SHELLY SEIDEMANN



kw[®]MAPS

COACHING



KW Cares[®]
20 Years 

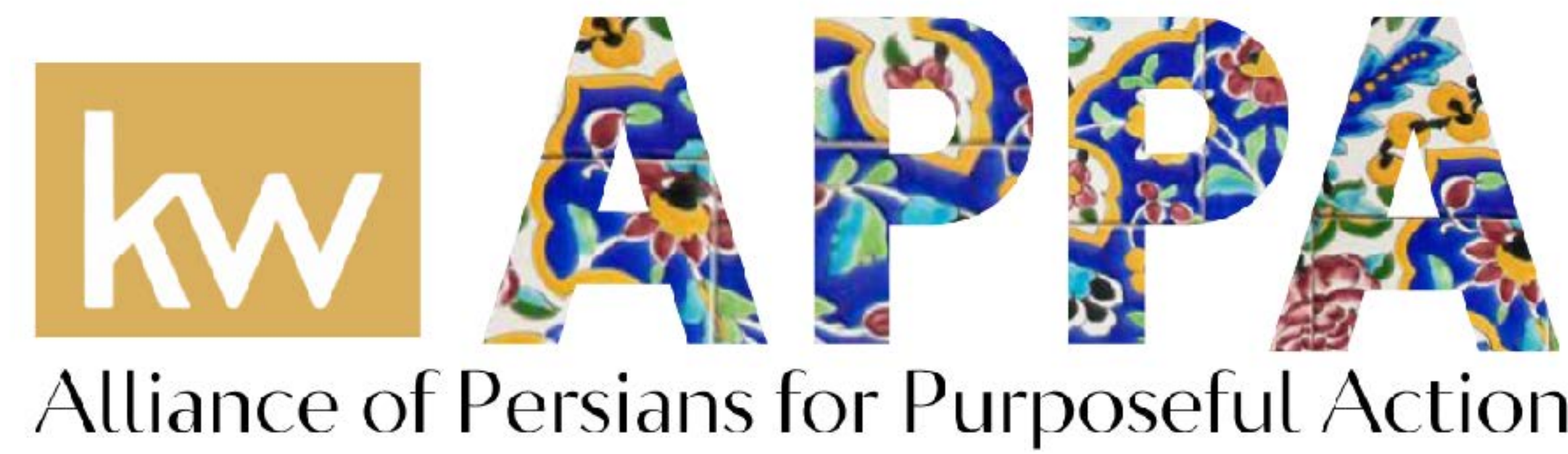
KWKC
KW KIDS CAN

KW Leadership Academy









NEW KW WORLDWIDE REGIONS

Celebrating **10 years** of Keller Williams Worldwide



The background of the image is a stylized representation of the Guyana flag. It features a large green triangle at the top, a red triangle at the bottom, and a yellow triangle in the center. These triangles are separated by thin white lines. The entire image has a subtle, wavy texture, giving it a sense of movement or a draped fabric appearance.

kw GUYANA
KELLERWILLIAMS®



kw SAUDI ARABIA
KELLERWILLIAMS®



kw BOLIVIA
KELLERWILLIAMS®



kw BONAIRE
KELLERWILLIAMS®



kw SWITZERLAND
KELLERWILLIAMS®



kw DELHI NCR
KELLERWILLIAMS® REALTY

The background of the image is a close-up, high-resolution photograph of the German flag. The flag's three horizontal stripes—black, red, and gold—are clearly visible, with the fabric showing natural folds and a slight sheen. The black stripe is at the top, the red stripe is in the middle, and the gold stripe is at the bottom.

kw GERMANY
KELLERWILLIAMS®



Thrive '25

1. All Market Centers Are Net 1 Million+ Teamerages
2. 100,000 Agents Doing 18+ Sides
3. 100,000 Agent Millionaires

4.

