

CAREERS WORTH  
HAVING

BUSINESS WORTH  
OWNING

LIVES WORTH  
LIVING



*"No one succeeds alone. At Keller Williams, we have  
created a culture where everyone wins."*

*- Gary Keller*



## Our Mission

To build careers worth having, businesses worth owning, lives worth living, experiences worth giving, and legacies worth leaving.

## Our Vision

To be the real estate company of choice for agents and their customers.

## Our Values

God, Family, then Business.

## Our Perspective

A technology company that provides the real estate platform that our agents' buyers and sellers prefer. Keller Williams thinks like a top producer, acts like a trainer-consultant, and focuses all its activities on service, productivity, and profitability.



**Win-Win:** or no deal

**Integrity:** do the right thing

**Customers:** always come first

**Commitment:** in all things

**Communication:** seek first to understand

**Creativity:** ideas before results

**Teamwork:** together everyone achieves more

**Trust:** starts with honesty

**Success:** results through people

## THREE LOCATIONS TO SERVE YOUR CLIENTS!

**Lakeside**



**Romeo**



**Stoney Creek**







**109**  
NEW AGENTS JOINED



**100**  
AGENTS CAPPED



**25,164**  
SHOWINGS



**1,359**  
LISTINGS SOLD



**\$20K +**  
DONATED TO KWCARES  
& LOCAL CHARITIES



**\$214.5K**  
AVERAGE SALES PRICE



**3,018**  
TOTAL HOMES SOLD



**\$543,433**  
PROFIT SHARE



**3,305**  
CONTRACTS WRITTEN



**\$647,287,700**  
TOTAL SALES VOLUME



**\$18,304,243**  
TOTAL CLOSED GCI



**INFINITE**  
GRATITUDE FOR OUR  
AGENTS, STAFF, AND CLIENTS

**REDDAY**

renew energize donate

**MAY 10, 2018**



**REDDAY**

renew energize donate

**2<sup>nd</sup> Thursday in May**

Introduced in 2009, RED Day, which stands for Renew, Energize and Donate, is Keller Williams Realty's annual day of service. Each year on the second Thursday of May, associates celebrate Mo Anderson's birthday by spending the day away from their businesses serving worthy organizations and causes in their communities. RED Day is just another example of our commitment to each other and to the cities and towns where we live and work. Join us!

# THE EVOLUTION OF THE REAL ESTATE INDUSTRY

## Traditional Companies

- Associates are dependent on the company;
- Financial gain is directed primarily to the brokers and the company;
- Associates have fewer opportunities for accumulating wealth

dependent

## Keller Williams

- Associates have an interdependent relationship with the company and a mutual interest in success;
- Associates and brokers work as teams in achieving financial goals;
- Associates do not assume financial, legal or management responsibilities

interdependent

## 100% Companies

- Associates are independent and have landlord/tenant relationship with their company
- Associate –focused environment with limited high-level support
- Associates assume all the financial, legal and management responsibilities

independent