

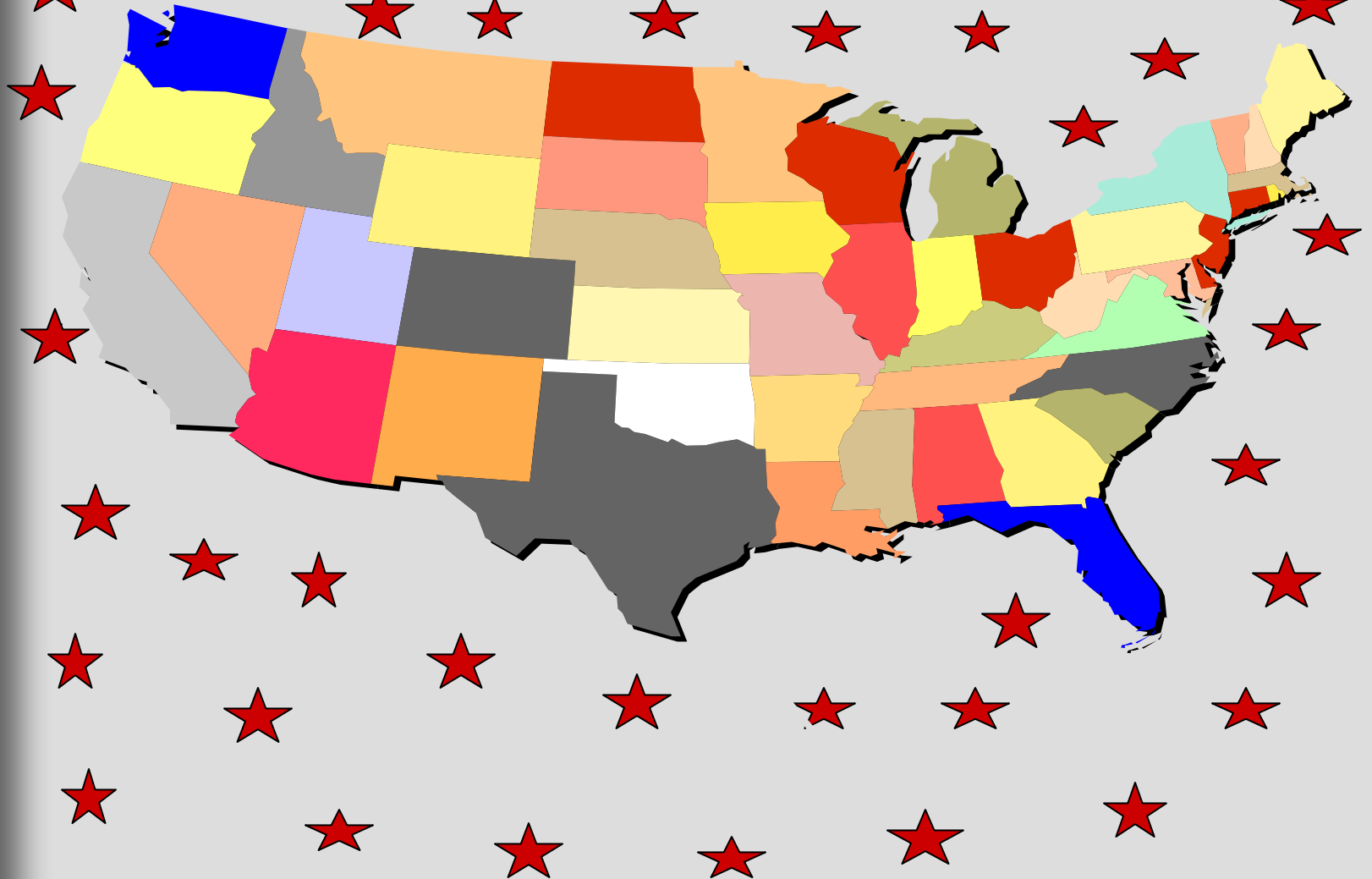


*KW*

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**KELLER  
WILLIAMS**  
REALTY

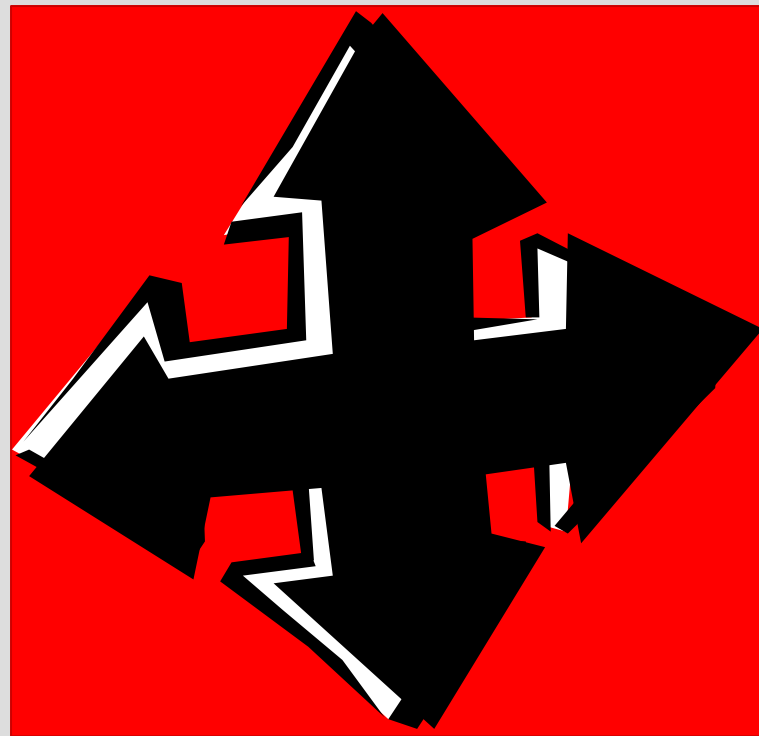
45 States Plus 3 Provinces in Canada  
571 Market Centers Approved



**Survey Reveals Reasons Agents**

**Join Keller Williams Realty:**

1. High Level Training



2. Culture  
Based on  
Partnership

3. Formalized Method  
For Agent Input

4. Lifetime  
Profit  
Sharing

# The Reinvention of Keller Williams

1983

**K/W # 1**

5 Agents Left

1987

**100%  
Company**

**1987 K/W # 2**

**Reinvented**

**Features Desired**

From Traditional

\*Broker Support

\*Teamwork

\*Training (Min.)

From 100%

\*High Commissions

\*Autonomy

\*Attitude toward Business

**Not Available From Either**

\*High Level Training

\*Formalized Agent Input

\*Equity/Profits

*The Profit Pool*

Monthly Profit      \$20,000

Split between owners and agents

\$11,000 to owners (Owners get slightly more since they capitalized the company)

\$ 9,000 to agents who are eligible

Of the \$9,000 agent profit, Sam Atkins created 10% of the profit based on paid volume (Gross Commission Income)

\$ 900 of the profit created by Sam to be shared with his “line” of agents

That leaves \$900 for agents in the profit line

Karen sponsored Sam - she receives 50%	\$ 450.00
Al sponsored Karen - he receives 10%	90.00
Sue sponsored Al - she receives 5%	45.00
Mary sponsored Sue - she receives 5%	45.00
Eric sponsored Mary - he receives 7.5%	67.50
Blake sponsored Eric - she receives 10%	90.00
Bob sponsored Blake - he receives 12.5%	112.50

**Keller Williams Today**

**Economic Model:**

- \* 100% Commission Plan
- \* 70/30 (80/20 - 90/10)
- \* Cap on Payment
- \* Fair Expense Allocation
- \* Profit Sharing Based on Growth

**Business Model:**

- \* Operating Partner - Chairman
- \* Team Leader - CEO
- \* Agent Leadership Council  
Board of Directors

**Education Model:**

- \* Keller Williams University
- \* Advanced Business Training
- \* Levels of Curriculum
- \* Life Balance Training

These models captured **ALL** of the features desired by the agents for a new, innovative real estate company!