



THE GROWTH CONTINUES ...



Keller Williams
**PERFORMANCE
REPORT**
YEAR-END, 2017

Already the largest real estate franchise in agent count globally, in December 2017, Keller Williams moved past industry competitors to become **NUMBER ONE** in **CLOSED UNITS** and **CLOSED SALES VOLUME** in the United States.

Achieved through a focus on growth and production, Keller Williams is committed to helping its people grow their bottom lines.

AND THE PROOF IS IN OUR NUMBERS.

CHANGING THE GAME
THROUGH GROWTH





THE QUICK HITS

Keller Williams is home to more than **177,600 GLOBAL ASSOCIATES, UP 12.8 PERCENT** over 2016.

In 2017, Keller Williams agents' collective **CLOSED TRANSACTIONS** totaled 1,072,091 units, **UP 9.7 PERCENT** over 2016.

Across Keller Williams, **CLOSED SALES VOLUME** was \$314.6 billion, **UP 15 PERCENT** over 2016.

Franchisee **OWNER PROFIT** was \$200.8 million, **UP 11.6 PERCENT** over 2016.

PROFIT SHARE distributions totaled \$174.7 million, **UP 13.1 PERCENT** over 2016. The program has now shared out over \$1 billion since inception.

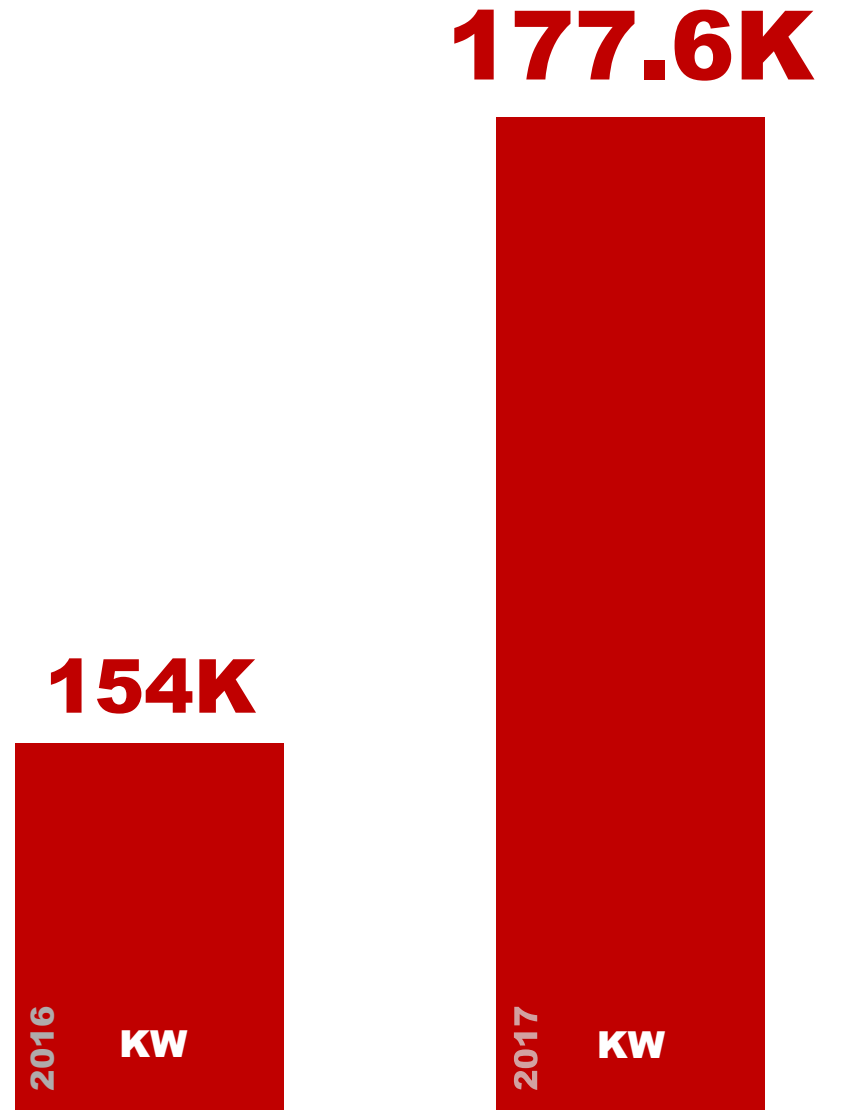
In 2017, Keller Williams added **9 new global regions** and **50 new international market centers**.



**Keller Williams is home
to 177,684 GLOBAL
ASSOCIATES.**

ASSOCIATE COUNT

**Keller Williams’
associate count
INCREASED 12.8
PERCENT over 2016.**



**Keller Williams
OUTPACES INDUSTRY
in transaction growth
in 2017.**

1.1%

NAR*

9.7%

KW

TRANSACTIONS



977,603

2016

1,072,091

2017



**\$273.6
BILLION**

2016

**\$314.6
BILLION**

2017

SALES VOLUME

**Keller Williams OUTPACES
INDUSTRY in closed sales
volume growth in 2017.**

7.2%

NAR

15%

KW

2017

\$174.7 MILLION

2016

\$154.4 MILLION

+13.1%

Keller Williams market center **OWNERS SHARE**
CLOSE TO 50 PERCENT OF PROFITS with
associates who contribute to growth.

97 PERCENT of Keller Williams market
centers were **PROFITABLE** in 2017.

PROFIT SHARE



NOT YOUR ORDINARY COMPANY



Keller Williams is a company **BUILT BY AGENTS, FOR AGENTS.**

Keller Williams is the **LARGEST REAL ESTATE FRANCHISE BY AGENT COUNT IN THE WORLD** with more than 900 offices and 177,000 associates across the Americas, Europe, Africa and Asia.

In 2017, *Training* magazine named Keller Williams the **NO. 1 TRAINING ORGANIZATION ACROSS ALL INDUSTRIES IN THE WORLD.**

Since 1983, Keller Williams has grown exponentially and continues to cultivate an **AGENT-CENTRIC, EDUCATION-BASED, TECHNOLOGY-DRIVEN** culture that rewards agents as stakeholders.

The franchise provides **SPECIALIZED AGENTS** in luxury homes, commercial, and farm and ranch properties.

**BUILT BY AGENTS,
FOR AGENTS**

