



A REAL ESTATE REVOLUTION

kw
KELLERWILLIAMS®

KELLER WILLIAMS PERFORMANCE REPORT 2016



THE QUICK HITS

Keller Williams is home to **154,979 GLOBAL ASSOCIATES**, **UP 15.1 PERCENT** over 2015.

In 2016, Keller Williams' agents collective **CLOSED TRANSACTIONS** totaled 977,603 units, **UP 15.9 PERCENT** over 2015.

Since 2011, closed units have increased 113 percent.

Across Keller Williams, **SALES VOLUME** was \$273.6 billion, **UP 19.6 PERCENT** over 2015.

Since 2011, sales volume has increased 183 percent.

98 PERCENT of Keller Williams franchise offices were **PROFITABLE** for 2016.

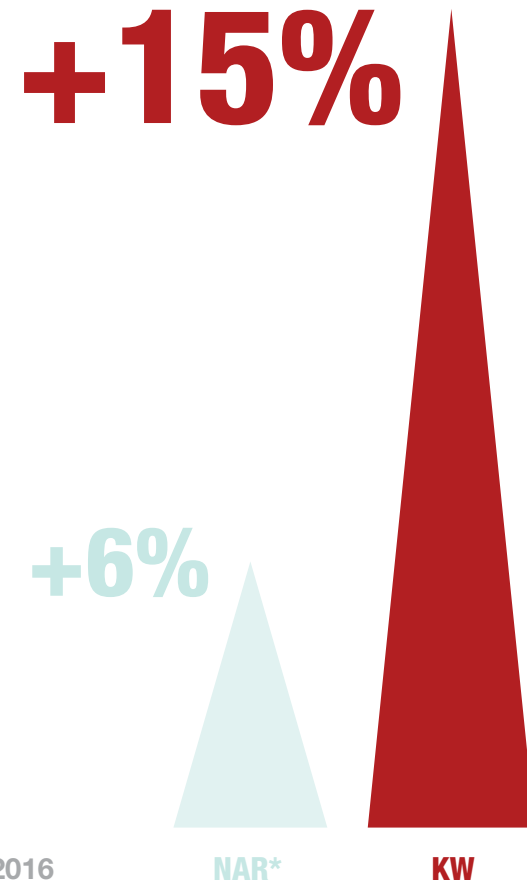
Franchisee **OWNER PROFIT** was \$179.9 million, **UP 16.1 PERCENT** over 2015.

PROFIT SHARE distributions totaled \$154.4 million, **UP 18.9 PERCENT** over 2015.

Since 2011, profit share distributions increased 337 percent.

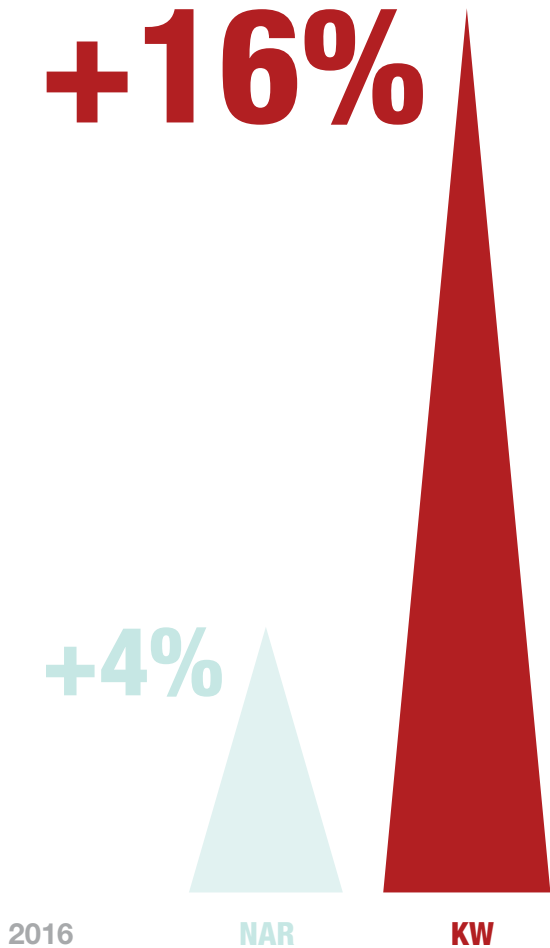
Keller Williams
OUTPACES INDUSTRY
in agent growth more
than 2X.

ASSOCIATE COUNT



*National Association of REALTORS®

Keller Williams
OUTPACES INDUSTRY
in transaction growth.



TRANSACTIONS

YEAR OVER YEAR





\$273.6 BILLION

\$228 BILLION



2015

2016

YEAR OVER YEAR

SALES VOLUME

Keller Williams
OUTPACES INDUSTRY
on closed sales volume
growth.

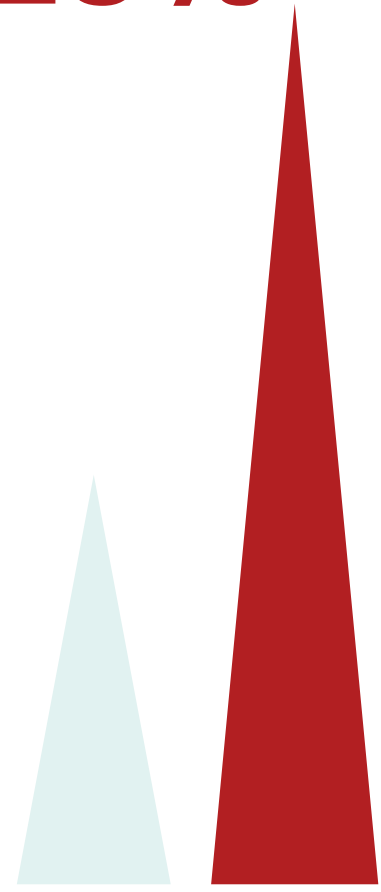
+20%

+8%

2016

NAR

KW



\$154 MILLION

2016

+19%

\$130 MILLION

2015

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

PROFIT SHARE

YEAR OVER YEAR

98%

**KELLER WILLIAMS FRANCHISE OFFICES
WERE PROFITABLE IN 2016**



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 800 offices and 154,000 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.

NOT YOUR ORDINARY COMPANY

**BUILT BY AGENTS,
FOR AGENTS**

