



# Keller Cloud Innovator Program

**Grow your business in the  
smartest and largest real  
estate cloud.**

**Innovate with top agents and  
award-winning designers.**

**Disrupt an entire industry.**

# Keller Cloud Innovator Program Overview

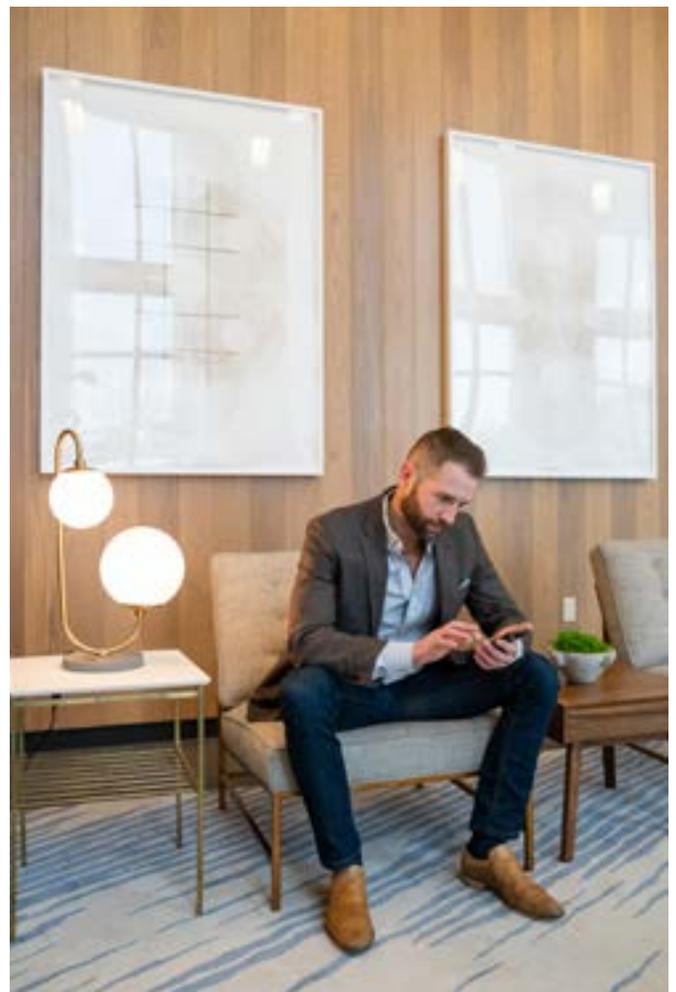
The Keller Cloud Innovator Program is a new program for Keller Williams to collaborate with leading companies who are also focused on providing KW agents and their clients with innovative and exciting solutions that elevate and advance the real estate experience.

Using Keller Cloud APIs, the Keller Cloud Innovator Program enables the integration of additional third-party technology tools for use within an agent's KW Cloud solutions. This allows KW agents to further customize their KW Cloud products and how they run their business, with powerful plug-in integrations and software solutions from companies they trust.

As a Keller Cloud Innovator Program member, you will be able to commercialize your products and services as a vendor within the KW MarketPlace. This is the digital real estate app store, agent-facing and full integrated, that sits on the KW Cloud platform. More information on the KW MarketPlace and other benefits of being a Keller Cloud Innovator Program member are below.

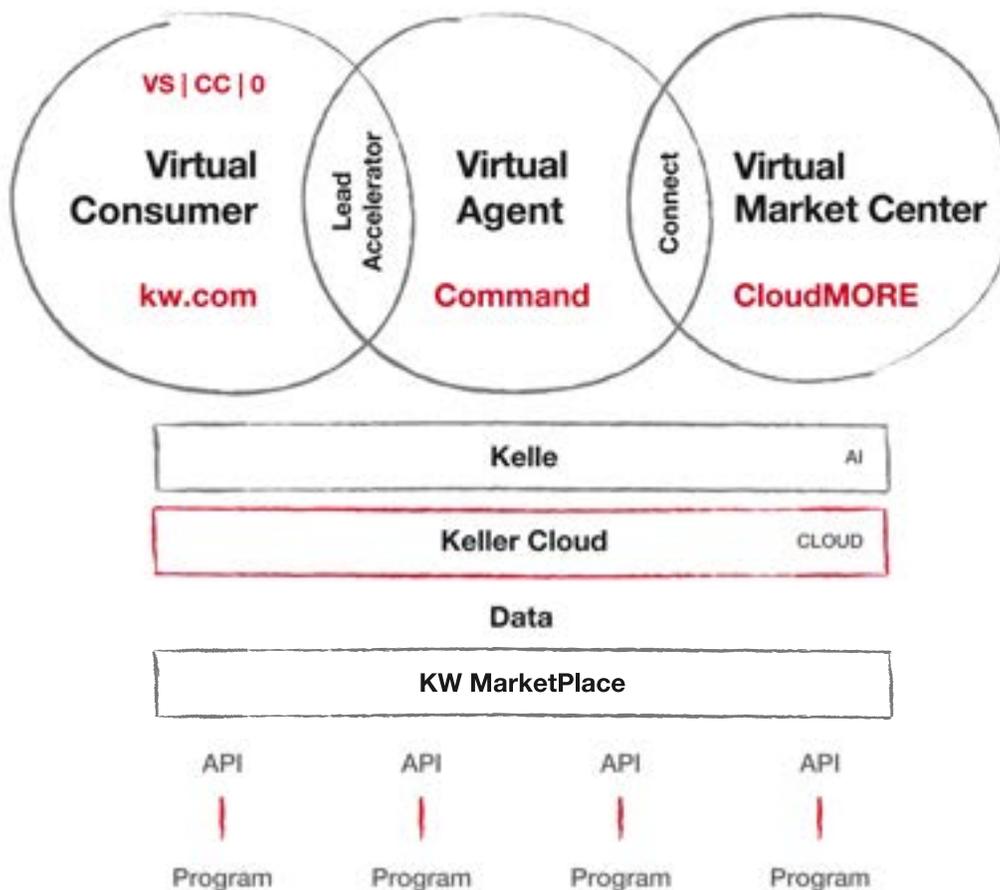
## **The Keller Cloud Ecosystem**

The Keller Cloud Platform is an open, extensible, and intelligent platform that powers KW's consumer, agent, and market center products. The platform enables the connection of agents to buyers and sellers to drive growth of KW agents and real estate transactions by simplifying the agent experience and enhancing the consumer journey. The Keller Cloud Platform together with these other areas make up the overall Keller Cloud Ecosystem. To further the Keller Cloud Platform's mission, the Keller Cloud Innovator Program allows KW's partners, developers, and entrepreneurs to deliver value with products, services, and data that increase the platform's data value and accelerate agent and consumer adoption of these products and services.



# The Keller Cloud Ecosystem

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## About Keller Williams

Keller Williams is the number one franchise in the United States by sales volume, ranking number one in agents and units sold in 2018. It is also the largest real estate franchise by agent count in the world, and one of the largest privately held global residential real estate brokerages.

Co-founded in 1983 by Gary Keller, it grew from a single office in Austin to approximately 1,000 offices with over 180,000 associates worldwide as of May 2019. It is an Inc. 5000 company and has been recognized as one of the highest rated real estate companies by numerous publications, including Entrepreneur and Forbes. In 2018, it was listed as one of the “happiest companies to work for” by CareerBliss.

In 2017 it launched KW Labs, a program devoted to the building and testing of technology created in collaboration with its agents. This was in addition to the launch of the Keller Cloud and “Kelle,” an artificial intelligence app which is often referred to as Siri, but for real estate used as a virtual assistant. In 2018, Command, a CRM-plus solution, was added to the Keller Cloud. The new consumer search app and KW.com search experience are expected to launch in late 2019.

Outside of the United States and Canada, Keller Williams operates in 39 international regions.

Read more about our current performance and company size. Visit [outfront.kw.com/performance](https://outfront.kw.com/performance)

# How the Program Works

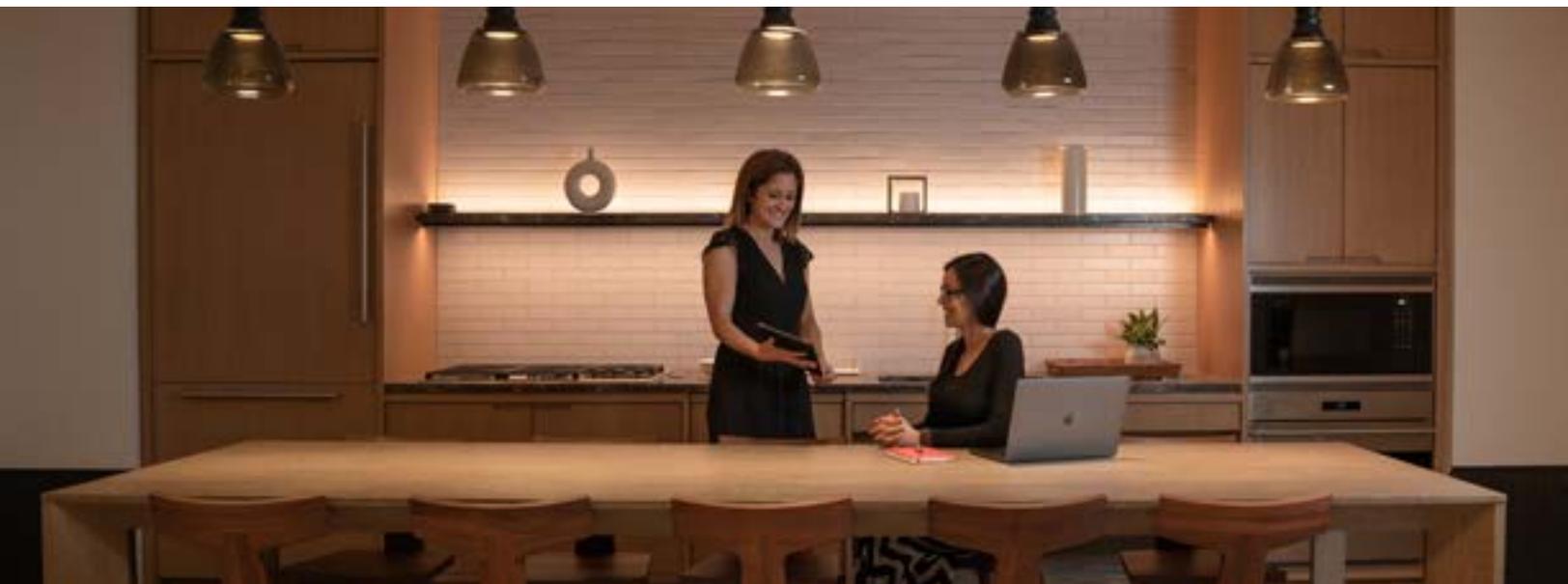
As a member of the Keller Cloud Innovator Program, your company will be aligned with the Keller Williams brand and have access to build innovative products and services to solve our agents' most pressing business issues. Below is a list of identified benefits of being involved in the program, and some of the requirements asked of program members.

## Benefits

- + Access to the KW MarketPlace where you can get your product directly in front of KW agents
- + App tile and premium product page in the KW MarketPlace with potential visibility to 180K associates
- + Developer access lets you control your integration, manage marketing pages, and view reporting
- + Opportunities to sell new products or certain features of existing products at an agent, team, or brokerage level
- + Keller Cloud Innovator badge and branding to show your alignment with Keller Williams
- + The ability to purchase co-marketing and custom integration opportunities with KW
- + Opportunity to attend our flagship events, Family Reunion and Mega Camp, which host over 30,000 attendees combined each year.

## Requirements

- Adherence to KW's Terms of Service & Privacy Requirements
- Product maturity that ensures you can deliver a world-class experience to our agents
- Use of the KW MarketPlace as the primary billing method
- Agree to the Keller Cloud Innovator Program revenue share and service fee agreements
- Agree to KW's customer support expectations



# Revenue Sharing and Accounting

The Keller Cloud Innovator Program offers a standard revenue-sharing pricing model that is not dependent on the program subtype, and is consistent across the Keller Cloud Innovator Program tiers. A Keller Cloud Innovator Program partner shares 15% of their net revenue; meaning that the partner participates in revenue sharing with Keller Williams only after they have reported their first revenue. The revenue sharing model supports the mutual success of the partner and Keller Williams and allows Keller Williams to offer various benefits that accelerate a Keller Cloud Innovator Program partner's growth.

Innovator Program technology that integrates with the KW Cloud. Upon purchasing a product, Keller Williams acts as the merchant of record, managing the purchasing transaction and receiving revenue from the agent. In order to facilitate this transaction, an additional 5% of the transaction's net revenue will go toward billing and processing fees. At the end of the month, the KW MarketPlace reconciles all Keller Cloud Innovator Program partner's product transactions and remits all revenue net of the revenue share and service fees.

All purchases of Keller Cloud Innovator Program partner products will take place through the KW MarketPlace. The KW MarketPlace is where KW agents discover, research, and purchase Keller Cloud

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## The KW MarketPlace

The KW MarketPlace is a digital agent-facing real estate app store that allows for Keller Cloud Innovator Program developers to showcase and sell their integrations.

### Billing Models

Free	One-Time	Recurring	Tiered and Metered
Allow for an integration to be accessed at no charge to end users.	Payment is made up front once and continued access will be provided.	Subscriptions that renew on a monthly basis.	For more complex billing options that require one-time setup fees, metered pay by the use billing, or some sort of combination between fixed and variable pricing.

## Advertising Opportunities

KW provides opportunities to promote your product offering and further align your business with ours through additional advertising services. With these services, you will have access to over 180,000 KW associates and more than 1,000 franchises through a variety of in-person, digital and other channels. These include opportunities for a presence at our two flagship conferences, Family Reunion and Mega Camp, that see upward of 30,000 agents, as well as promotion within the KW MarketPlace with direct access to your products.

If you are interested in learning more about these services, please make sure you note this in your application.

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## Customer Support Expectations

We want all KW agents to have a phenomenal support experience and ask our partners to provide reasonable technical support. In an effort to head off questions, we ask our partners to provide the KW Support Team with a “top issue” list that outlines common issues that could be seen by end users and the right path to remedy them.

In case any issues arise that cannot be addressed by our team and need a higher level of support, we require you to provide a designated contact who can work with our team to triage these issues.

## Custom Integration Opportunities

If you are looking to take your integration to the KW Cloud to the next level, Keller Williams provides opportunities for custom integration services. These services allow you to get access to additional APIs, have new APIs developed, access premier placement within the KW tech stack and utilize KW design, product and engineering talent.



## Next Steps

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### Interested in becoming a Keller Cloud Innovator Program Partner?

- Fill out an application at [partners.kw.com](https://partners.kw.com)
- One of our team members will set up a call to introduce ourselves, understand your desired use case, and answer any questions you might have.