

KELLER WILLIAMS EXPANDS INTO...

At Mega Camp 2016, Keller Williams announced with much fanfare that it increased its international agent count more than 38 percent, adding more than 810 new agents across 88 overseas offices.

"In 2016, we have continued our historic rate of growth internationally, adding 27 new real estate offices," said Bill Soteroff, president, Keller Williams Worldwide, the international division of Keller Williams.



LEFT TO RIGHT: IAN BRACHA, RUSSELL PUTTERMAN, ADAM SHUV, HAM BINSTOCK, CHRISTOPHER ABBRUZZESE, AMOS NAIM

During the State of the Company presentation on Aug. 9, Soteroff also announced the addition of Keller Williams' first franchises in France, Monaco, Israel, Nicaragua and Poland.

"As we add our newest countries and regions into our KW family, we're extremely proud of the momentum underway surrounding our franchises across the globe," said Soteroff.

Outside the United States and Canada, Keller Williams Worldwide is now home to 2,921 international agents across the 29 countries and regions it has to date awarded master franchise agreements.

KW France and KW Monaco

Keller Williams has signed a master franchise agreement to open initial offices in France and Monaco. Jérôme Fabre will serve as the regional operating principal of Keller Williams France and Keller Williams Monaco.

Along with a strong team of business and investment principals, Fabre will oversee the

ISRAEL

implementation and expansion of Keller Williams' proven systems, models and agent-centric culture within the new region.

"The Keller Williams systems, models and training will foster big change in France and Monaco, increasing the level of professionalism for real estate agents," says Fabre. "With transactions currently up, prices stable and rates very low, it's an optimum time to introduce Keller Williams as people are craving something new."

KW Israel

In Israel, Regional Operating Principal Amos Naim has amassed a strong team of principals to implement and manage ongoing operations, as well as stage future office openings. An industry veteran, Naim is the founder and CEO of NMH Group, a real estate holding and management company.

"The brokerage profession in Israel is not as appreciated as it can and should be," says Naim. "Currently, 4,000 people a year take the broker exam in Israel, yet less than 10 percent stay in the business. There is a strong need for real estate coaching and training to teach real estate professionals how to operate businesses and grow long-term careers."

"And, we're going to mature the market with Keller Williams' models and systems," says Naim.

KW Nicaragua

Led by Regional Operating Principal Roberto Serrano, the Keller Williams franchise in Nicaragua is also currently initializing operations in 2016. Together with his robust team of principals, Serrano is scheduling the first office launch and overseeing the recruitment of agents to take leadership roles.

"An emerging market, Nicaragua continues to produce increasingly strong opportunities for real estate investors across the U.S. and the globe," says Serrano. "The Nicaraguan economy has grown 4 to 5 percent consistently over the past seven years and tourism is also growing at more than 6 percent a year."

"We chose Keller Williams as the franchise's vision and mission just clicked with how our family has already chosen to conduct business for decades inside the country."

KW Poland

Keller Williams has signed a master franchise agreement to open initial offices in Poland. Led by Regional Operating Principal Krzysztof Kraiczek and a strong

POLAND



LEFT TO RIGHT: KAMIL TOMALA, PATRYK SIWY, KRZYSZTOF KRAICZEK, KRZYSZTOF SOBOTA

team of principals, KW Poland has already scheduled its first real estate office launch and is actively recruiting agents and for corporate leadership roles.

"Currently, the quality of the experience provided by the real estate profession in Poland has been decreasing," said Kraiczek. "With Keller Williams, we will have high-quality business and real estate training to raise the quality and ethics in our industry."

"We also plan to launch each new real estate office with a commercial real estate division to leverage the current trend of corporate relocations to Poland," says Kraiczek. "We fully expect commercial real estate deals to encompass approximately 10 percent of local office profits."

KW Worldwide Outlook

Keller Williams Worldwide is currently exploring further expansion opportunities across Central and South America, Central and Eastern Europe and throughout Asia.

"In business development conversations, our focus remains solely on choosing the right people to lead Keller Williams' franchises worldwide. On average, we spent more than eight months in extensive training before officially launching a franchise. It is a complex process for a reason as each new leader becomes the standard-bearer in their country," says Soteroff.

Core criteria for new franchises starts with having a qualified leadership team grounded in the Keller Williams culture; the company also strives for government, banking and judicial system stability and a higher maturity level for a real estate market. **kw**



LEFT TO RIGHT: STEPHAN MEYER, JÉRÔME FABRE, CARINE DESPEYSSE, CHRISTOPHE DESPEYSSE

FRANCE & MONACO



LEFT TO RIGHT: ALDO SERRANO, ROBERTO SERRANO, MARIA AGUSTINA CASTILLO, MIGNON HOOPER, RONALD CUADRA, ANGELA VICTORIA, ROBERTO SERRANO JR.

NICARAGUA