



**News Release  
FOR IMMEDIATE RELEASE  
CONTACT:**

Amber Presley  
Keller Williams Realty  
512/439-8708  
amber.presley@kw.com

Ed Jones  
World Class Coaches  
1-800-314-7713  
wcc@worldclasscoaches.com

**Keller Williams Realty's MAPS Coaching Division Welcomes  
World Class Coaches**

AUSTIN, TEXAS (February 8, 2010)—Keller Williams Realty, Inc. is proud to announce the award-winning MAPS Coaching program has entered into a coaching alliance with World Class Coaches.

MAPS Coaching offers its clients market-specific, customizable real estate coaching programs. In addition to one-one-one and group coaching, MAPS hosts productivity camps and annual events, Masterminds and Mega Camp, for agents to network and hear the latest insights, trends and skills to propel their careers. MAPS Coaching earned multiple accolades in 2009, including being awarded a Stevie Award for Sales Training and Coaching Program of the year, and was the first real estate company to be nominated for the PRISM Award for its excellence in coaching.

“Our coaches show an incredible commitment to the industry and their clients following our KW models and systems as well as the MAPS Coaching process. It is their constant goal to grow their clients business, no matter the market,” said Dianna Kokoszka, president of MAPS Coaching. “We are excited about our alliance with World Class Coaches.”

Kokoszka has 27 years experience selling real estate, with over 4,000 transactions closed. Currently she leads more than 40 MAPS coaches, all with real estate and/or corporate backgrounds and more than 40,000 coaching hours under their belts. Her guidance has grown MAPS Coaching during the dramatic economic downturn, breaking attendance records to Mega Camp, while also developing and offering the new BOLD program, an intensive seven-week, six-hour-a-day program taught within the real estate office. Kokoszka has authored 21 books and has been honored four times as the Business Woman of the Year by *Denver Business Magazine* and Business Council, Entrepreneur of the Year by Champions of Free Enterprise, and Best of the Best in Real Estate by *Real Trends* in Dallas, Texas.

“Perform to your potential – achieve your goals,” said Johnnie Johnson, president and CEO of World Class Coaches. “During my National Football League career, we utilized a coaching process to work consistently on taking daily incremental steps to achieve more of our full potential against the world’s greatest competition.”

“As in the sports world, coaching is a process,” Johnson said. Driven by its vision, mission, and coaching processes, it’s World Class Coaches’ understanding of the true meaning of a coaching process that’s assisted it to become a leader in its field. The company coaches across all industries lines.

“Its part of the World Class Coaches’ vision to make coaching available to all associates at any level in their career,” said Johnson, a former top producing real estate professional himself. “We are honored to have a coaching alliance with MAPS Coaching.

World Class Coaches provides coaching programs, seminars, workshops and consulting services to enhance personal and organizational performance. Johnson is an author, inspirational speaker and executive peak performance coach. After ten years in the NFL, he went on to a nine-year career in real estate where he produced in excess of

100 transactions per year. In 2007, Johnnie was elected into the National Football Foundation & College Football Hall of Fame. In 2009 he was named to the University Interscholastic League All-Century Defensive Football Team.

**###**

**About Keller Williams Realty, Inc.:**

*Founded in 1983, Keller Williams Realty Inc. is the third-largest real estate franchise operation in the United States, with 679 offices and 73,000 associates in the United States and Canada . The company, which began franchising in 1990, has an agent-centric culture that emphasizes access to leading-edge education and promotes an economic model that rewards associates as stakeholders and partners. The company also provides specialized agents in luxury homes and commercial real estate properties. For more information, or to search for homes for sale visit Keller Williams Realty online at ([www.kw.com](http://www.kw.com)).*

**About World Class Coaches:**

*Growing Tree Learning Center, Inc. produces [worldclasscoaches.com](http://worldclasscoaches.com). The company is an international coaching organization offering individuals and organizations educational tools and services to maximize their potential. The company is dedicated to providing the highest quality of service in the personal growth and development industry in helping our clients achieve their God-given potential and realize their goals.*