



News Release

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Keller Williams® Realty International Announces 2005 Family Reunion Site *Record Turnout for 2004 Event*

AUSTIN, TX — (February 23, 2004) – Keller Williams® Realty International announced today that Las Vegas is the site of its 2005 annual convention, known as Family Reunion. The Mandalay Bay Convention Center will host the event February 21 - 24, 2005. An anticipated 6,000 Keller Williams associates, vendors, and press are expected for this event. Registration will be available in September 2004, and is expected to sell out again, so early registration is strongly suggested to secure a spot.

A record crowd of more than 4,000 attended the 2004 Family Reunion, which was held in Orlando, February 9 – 11. Keller Williams Realty grew by more than 8,000 agents during 2003, experiencing one of its most successful years ever in agent growth and new market centers, and making it the sixth largest real estate firm in the country.

At Family Reunion 2004, Gary Keller, Chairman of the Board of KWRI, presented his annual vision speech titled “2004 and Beyond,” in which he forecasted that 2004 will be another strong year for the housing market.

“The vision speech is one I always look forward to. It gives us valuable information about the industry,” shared KW associate Gayle Huffman.

“It helped me crystallize what I had heard and helped my perspective on profit sharing, industry trends, and how they affect my business,” said Errol Venno, a KW associate from Frisco, TX.

Participants attended more than 70 break-out sessions and mini-clinics sponsored by Keller Williams University. Presenters varied from Mega Agents to KWRI executives, and topics ranged from “Generating Leads Through Your Website” to “How

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to Take More than 10 Listings Per Month – Forever!”

The KWU Experience Room highlighted new programs, products and services planned for 2004. Participants of all roles within Keller Williams Market Centers - Agents, Market Center Administrators, Team Leaders, and Operating Principals previewed upcoming staff development-related products and services preparing for launch:

- KWU showcased 11 new courses based on Millionaire Systems principles;
- New Distance Learning products promised to increase training opportunities within market centers—with less on-site training expertise;
- MAPS Institute presented Mastermind and Agent Consulting opportunities to increase productivity;
- Millionaire Systems introduced an exciting new 3-book program to be rolled-out, in which the success of *The Millionaire Real Estate Agent* will expand to *The Millionaire Real Estate Investor*, and *The Millionaire Small Business Owner*.

The Electronic Agent Consortium (Eagenc) Experience Room offered techie tips and tricks, product demos, and the chance to consult with KWRI technical experts about specific business needs. Agents had the opportunity to learn how to set up websites, conduct Internet marketing, and enhance business planning tools.

Outside guest speakers at the convention included Howard Brinton of StarPower Systems; Brian Buffini of Providence Systems; John C. Maxwell, author of *The 21 Irrefutable Laws of Leadership*; and Andy Andrews, author of *The Traveler's Gift*.

About Keller Williams Realty International:

Founded in 1983, Keller Williams Realty International (KWRI) is an international real estate company with more than 300 offices located across the U.S. and Canada. Currently the sixth largest U.S. residential real estate firm in North America, Keller Williams began franchising its offices in 1987. The company has succeeded by treating its 25,000-plus associates as partners, and shares its knowledge, policy control, and company profits on a system-wide basis. KWRI's agents are distinguished by their level of professional education, their full-time commitment to real estate sales, and their level of business success. For more information, visit Keller Williams Realty online at www.kw.com.