



## News Release FOR IMMEDIATE RELEASE

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### **Annual Keller Williams® Realty Family Reunion Brings Over 7,400 Associates to Las Vegas February 21-24**

AUSTIN, TX — (Thursday, March 10, 2005) — More than 7,400 Keller Williams® Realty associates gathered in Las Vegas to network, learn, mastermind and share their talents at the Annual Keller Williams Realty Family Reunion.

From a surprise “rock ‘n’ roll” guitar solo by Gary Keller, to stirring presentations by best-selling authors John Maxwell and Mitch Albom, this Reunion had it all.

“I am so proud of the turnout. It shows me our precious culture is strong and thriving,” said Mo Anderson, chief executive officer of Keller Williams Realty. “I only wish we could have accommodated everyone who wanted to attend. We’re already planning for record attendance of 12,000 for next year.”

In addition to his virtuoso guitar solo, Co-founder and Chairman of the Board Gary Keller shared his insights on the industry in his annual Vision speech. “I really don’t look at it like a speech so much as it is a chat,” said Keller. “This is an opportunity for me to share industry trends and future economic indicators that may affect the way our associates do business.”

Convention attendees also learned about KW Connect, the new distance learning initiative from Keller Williams University and ProManage—a suite of agent marketing and training tools supported by eAgentC and TOP PRODUCER® 7i.

Reunion was also the perfect place to launch Gary Keller’s new book *The Millionaire Real Estate Investor*, co-authored with Dave Jenks and Jay Papasan. Pre-orders for the book were brisk. “We believe the timing for this book is very good,” said Jenks. “People have long awaited a principles-based book on the how-to’s of real estate investing.”

President Mark Willis expects record attendance next year as well. “Keller Williams Realty is on track to surpass 55,000 agents in 2005, which will make us the fourth largest real estate company in North America. I’m confident our agents will continue their phenomenal support of Family Reunion with massive participation again next year.”

“Our associates enjoy coming together each year to learn and celebrate our successes,” said Willis. “It is evident when you look at the percentage of our agents attending Reunion compared to other brands’ conventions.”

<b>2005 Convention Attendance</b> <i>Compared to Total Agent Count</i>	
<b>Keller Williams</b>	<b>20%</b>
· 38,000 Agents	
· 7,400 Convention Attendees	
<b>Prudential</b>	<b>14%</b>
· 50,000 Agents	
· 7,000 Attendees Expected at Upcoming Convention	
<b>ERA</b>	<b>12%</b>
· 33,225 Agents	
· 4,000 Convention Attendees	
<b>Coldwell Banker</b>	<b>7%</b>
· 120,000 Agents	
· 8,000 Convention Attendees	
<b>ReMax</b>	<b>6%</b>
· 100,492 Agents	
· 6,000 Convention Attendees	
<b>Century 21</b>	<b>5%</b>
· 131,850 Agents	
· 6,700 Convention Attendees	

source company: Media Relations Departments

The Mandalay Bay Resort & Casino will play host to the 2006 Keller Williams Realty Family Reunion, slated for February 20-23.

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**About Keller Williams Realty:**

*Founded in 1983, Keller Williams Realty International (KWRI) is an international real estate company with more than 420 offices located across the U.S. and Canada. Currently the fifth largest U.S. residential real estate firm in North America, Keller Williams began franchising its offices in 1990. The company has succeeded by treating its 39,000-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](http://www.kw.com).*