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Keller Williams Hopes To Shake Things Up

WASHINGTON TWP., Montgomery County - Keller Williams Realty, an Austin, Texas-based real estate firm, entered the Miami Valley in November and has plans to make the Miami Valley's real estate industry much more competitive this year.

Keller Williams plans to become a leading local real estate firm by opening three additional offices and snagging agents from other agencies.

"The biggest challenge we'll have is trying to overcome rumors of how we make our money," said Kali Spirtos, part owner of Keller Williams Results First Realty Inc., the name of the Washington, twp. Office at 8120 Washington Village Drive. "We just want agents to come in and at least listen to our program."

Keller Williams, a 20-year-old company with more than 265 offices nationwide that grossed \$530 million in sales last year, shares profits with its associates. The associates become vested in the profit-sharing program after three years with the company.

After becoming vested, they can leave the company and go to another brokerage or quit real estate altogether and still receive residual income, said Terry Curtner, a Keller Williams agent. "The associates' profit sharing can even be willed to family or friends," she said.

The system is called Market Center Profit Sharing. In essence, a percentage of an agent's profit is placed in a Market Center Profit Pool, then divvied up and distributed to seven levels of agent sponsors.

"It's such a new concept that it's hard to believe," Spirtos said.

The profit-sharing system lured Spirtos away from Irongate Realtors. She said she hopes other Miami Valley agents will follow suit. Their Washington Twp. Office currently has 30 agents. New offices are planned for Greene County and in the Kettering/Oakwood area.

Keller Williams has 17,924 agents nationally. Profit sharing to date has grown to \$22.8 million.

"Our company as a policy of limiting its market presence by selecting only the premier agents in any given area," said Mo Anderson, chief executive of Keller Williams Realty. "These individuals are top producers or have the potential to be so."

Keller Williams' plans for expansion comes on the heels of a merger announced in January between Keyes-Gateway Realtors and Prudential Real Estate, with more than 300 agents, it became one of the largest residential real estate firms in the Dayton area, joining the ranks of Sibcy Cline, Coldwell Banker Heritage and Irongate Realtors.

"But honestly, there's no one who can compete with Keller Williams," Spirtos said.