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Keller Williams® Pleasanton/Livermore Market Center Enters The California Region

***Operating Principal, Rick Geha, Promises Expanded Opportunities for Buyers, Sellers
Through Connection with America's Fastest-Growing Real Estate Company***

Pleasanton, CA – April 14, 2003 – Keller Williams® Realty, America's 7th largest residential real estate company with over 17,000 agents coast to coast, today announced it has expanded its growing network to the California Region via a new office, the Pleasanton/Livermore Market Center.

Austin, Texas-based Keller Williams, since its founding in 1983, has become a major force in the real estate industry in recent years due to its corporate philosophy of “working for the agent, instead of the agent working for the company”. By partnering with only the top Realtors® in each market, then assisting with industry-leading career training, marketing, and business support, Keller Williams significantly improves the buying and selling process for customers in every price range.

Led by principal, Rick Geha, the Pleasanton/Livermore Market Center, as Keller Williams' newest affiliate. “We believe the Pleasanton/Livermore Market Center will become a stronger, more aggressive, and more effective alternative for buyers and sellers as a result of this new partnership,” commented Geha.

“Keller Williams is proud to enter the Pleasanton area,” stated Mo Anderson, Chief Executive Officer of Keller Williams Realty. “Our company has a policy of limiting its market presence by selecting only the premier agents in any given area. These individuals are top producers, or have the potential to be so. By maintaining our standards of excellence, we can provide Keller Williams customers with the best real estate experience possible.”

Pleasanton/Livermore Market Center's affiliation with Keller Williams is effective immediately. The office is located at 2234 Main Street, Suite C, Pleasanton, CA 94566. Please call 925/249-0910 for more information.

About Keller Williams Realty:

Founded in 1983, Keller Williams Realty International (KWRI) is an international real estate company with 262 offices located across North America. Currently the 7th largest U.S. residential real estate firm in North America, Keller Williams began franchising its offices in 1991. The company has succeeded by treating its 17,000 plus franchisees and 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.

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