



# TOUR NEWS



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## **Keller Williams® Realty Kicks-Off 10<sup>th</sup> Season of Amateur Golf Tour**

CHARLOTTE, NC — (February 20, 2004) – Keller Williams® Realty International (KWRI), the sixth largest real estate firm in the country announced today that it is returning for its second year of sponsorship of the KWRI Amateur Golf Tour. The tour starts in February and ends in October with tour finals in Myrtle Beach.

KWRI's return highlights a banner year in tour history, as it enters its 10<sup>th</sup> season of play. The tour provides amateur golfers of all skill levels a chance to experience the joy of stroke-play competition.

What started with a short series of tournaments for golfers in Charlotte in 1995 has blossomed into a nationwide organization providing a true golf "tour experience" for thousands of amateurs in dozens of markets across the country.

"When I started the tour I had ideas on expansion, but I never thought we could come this far so fast," said tour president Dennis McCormac. "What really lit the fuse was having Keller Williams Realty come on board last year. KWRI gave us a national presence and connected us to people in each market who know how to get things done."

"We're really enthused about the opportunity to be involved with a tour of such high quality amateur golf tour," said Todd Butzer, vice president of marketing for KWRI. "Golf is the largest participation sport in America, and it reaches out into the community unlike any other participation sport could."

The 2004 KWRI tour will consist of over 500 tournaments in 35 cities, which include the following states: Florida, Louisiana, Colorado and Minnesota, with new markets constantly being added.

Headquartered in Austin, Texas KWRI is the one of the most innovative and fastest growing real estate companies in North America, with more than 300 offices and 25,000 agents.

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“We’ve always believed real estate is a local business, it’s not a national business. The tour allows us to stay on that local level,” said Butzer. “Our local franchises will partake in this sponsorship. It keeps the name and recognition on the local level, which is what we want.”

For tour information visit [www.kellerwilliamstour.com](http://www.kellerwilliamstour.com) or call (704) 844-8264.

### ***About Keller Williams Realty International Golf Tour:***

*Founded in 1995, The purpose of the Keller Williams® Realty International Golf Tour is to conduct stroke-play golf tournaments for golfers of all handicaps, in major metropolitan areas throughout the United States. This Amateur Golf Tour promotes golf by providing an atmosphere of friendly, fair and well-managed competition for amateur golfers in pursuit of excellence.*

### ***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](http://www.kw.com).*

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