



Press Release - For Immediate Release

Constitution of Keller Williams Advisors Realty, the original KW office in Cincinnati:
‘Of the Agent, By the Agent, For the Agent’

The growth plan of Keller Williams Advisors Realty: Building Businesses, not Salespeeps. Recruiting campaign seeks to add +150 agents to roster of 230+. From Keller Who? to one of the largest realty firms in town; new office opens in OTR. Over \$300,000 in annual profits to be shared, once again, on a monthly basis.

[CINCINNATI, Ohio ~ Dec. 11, 2017] In the early days, the five partners who launched the original Keller Williams realty rocket in Cincinnati had only themselves to rely upon for the big stuff: budgets, hiring, offices, etc.

Today, thankfully, those days are long gone.

“Every decision is made by our agents,” says Carol Meadows, one of the five original partners who opened Keller Williams Realty Advisors in 2005 in Mason. The main office was relocated to Columbia-Tusculum 10 years ago; and most recently was expanded by 50 percent, for a total of 10,000 square feet.

Meadows’ partners then were Sarah Close, Jerry Garrison, Jamie Hurtubise and Doug Manzler. The team remains intact today, and is aggressively hiring, particularly targeting college graduates and young professionals.

The usurping of Keller Williams Advisors by its agents is the result of a conscious effort, a direct byproduct of the culture wrought by the original partners.

“Power to the people, as it were,” adds Hurtubise, “but in a much more business-oriented, profit-centered ownership mentality.”

“This is the Constitution of Keller Williams Advisors Realty: We are ‘Of The Agent, By The Agent, For The Agent,’” Hurtubise says. “To help them develop their business, we monitor, and we coach. They listen, and we both end up learning.”

“The partners have at least 100 years between us, but nobody really wants to hear that any more. It just makes good business sense to listen to our people, regardless of their tenure in business. Not just in determining where to open an office, but for the direction of the entire company,” Manzler added.

Official Ribbon-Cutting at new OTR office TBA

“We have always done business downtown, of course, but the decision to drop anchor and open our first OTR office came from the same place as all of our key decision: our agents,” says Garrison.

As Exhibit A, the partners point to their new OTR sales office in the historic Car Barn at Sycamore and Liberty, in one of America's hottest spots for development, Over-the-Rhine. An official ribbon-cutting and open house will be scheduled for the new OTR office later this month or in early 2018.

Keller Williams Advisors Realty has steadily grown from the original partners, and a handful of agents, to more than 230 REALTORS serving Greater Cincinnati. The growth plan calls for hiring at least another 150 new agents, for a staff of 400, within the next two to three years.

"Along the way, we've kind of gone from, 'Keller Who?' to 'Keller Wow!'" adds Garrison.

What Do Millennials Love? How About Cash?

A unique twist to the equation: Keller Williams Advisors Realty cuts a check to qualified agents, every month, as part of its profit-sharing program.

This year, more than \$340,000 has already been distributed to the KW Advisors agents enrolled in the program. With time still on the clock for 2017, the partners expect to increase the amount invested into profit-sharing programs this year; final financial details will be made available at the conclusion of the 2017 campaign.

"Yeah, Merry Christmas to Keller Williams Advisors, and let's do it early," Hurtubise said. "We share an estimated 48 percent of our total profits with the office. And as far as I know, and have researched, this is unique to the industry. Last year, that was \$290,000 being sent directly back to the agents. That's what's different about Keller Williams Advisors. That's Keller Williams 'Who!'"

"There is still time left in the profit-sharing program for 2017; and we have already surpassed 2016 profit share. We take our responsibility to grow our agent's wealth through profit sharing very seriously, and we are anticipating agent profit share to increase by 20 percent in 2018," said Manzler.

KW Advisors Realty: The Keller Williams Incubator

"We are a training and technology company that, just so happens, to be in real estate," Hurtubise said. "This is the company for agents who are looking for more than just another job in sales. We answer to stakeholders - our agents - not shareholders. Because of this, our primary purpose is to provide cutting-edge training and tools so our agents are the best-equipped professionals in the marketplace."

"That's why people come to us. That's why agents are flocking to us, because of our energy, and the potential that they see. This isn't our business, after all, it's theirs" said Meadows. "We have a business plan for them. We have a roadmap for them, for how to become a Millionaire Agent."

ABOUT KELLER WILLIAMS ADVISORS: Keller Williams Advisors Realty (www.cincyadvisors.com) is the first and still fastest-growing Keller Williams franchise in Greater Cincinnati. Owner and operated by a five-member team of original partners, KW Advisors Realty is based in Cincinnati's historic Columbia-Tusculum, with two satellite sales offices in Mariemont and Over-The-Rhine. KW Advisors is actively recruiting new agents and can be reached at (513) 766-9200 or at www.cincyadvisors.com.

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