



DONAHUE NOBLE

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more than you expect

Keller Williams Realty
Ranked as Top Real Estate Franchise by Industry Leader and
Entrepreneur Magazine

AUSTIN, TEXAS (December 21, 2009) - Keller Williams Realty joined the ranks of the top franchises in the world last week, when the company was ranked as the No 1 real estate franchise on the 31st Annual Franchise 500 list by Entrepreneur magazine. During the same week, the company was also voted the Most Recognizable Brand of Real Estate Franchises for 2009 in an industry-wide survey for the *Swanepoel TREND Report*.

"The *Swanepoel TRENDS Report* is a respected source for the real estate industry and beyond, as is *Entrepreneur* magazine, and we are excited to see our agents honored in this way for all of their hard work," said Mark Willis, CEO, Keller Williams Realty. "We certainly wouldn't have been included on either list without the dedication and resolve of our agents."

According to the ranking in Entrepreneur magazine, the most important criteria to determine the top franchise include financial strength and stability, as well as growth rate and size of the franchise system. The magazine also looked at the number of years the company has been in business and the length of time it's been franchising, in addition to start-up costs and financial data. Additionally, Keller Williams Realty made an impressive showing on the overall list, placing higher than any other real estate franchise.

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