



**kw** EXETER  
KELLERWILLIAMS. REALTY

**WHO WE ARE**

**ELEVATING AGENTS IN THEIR COMMUNITIES**

[kwexeter.com](http://kwexeter.com)

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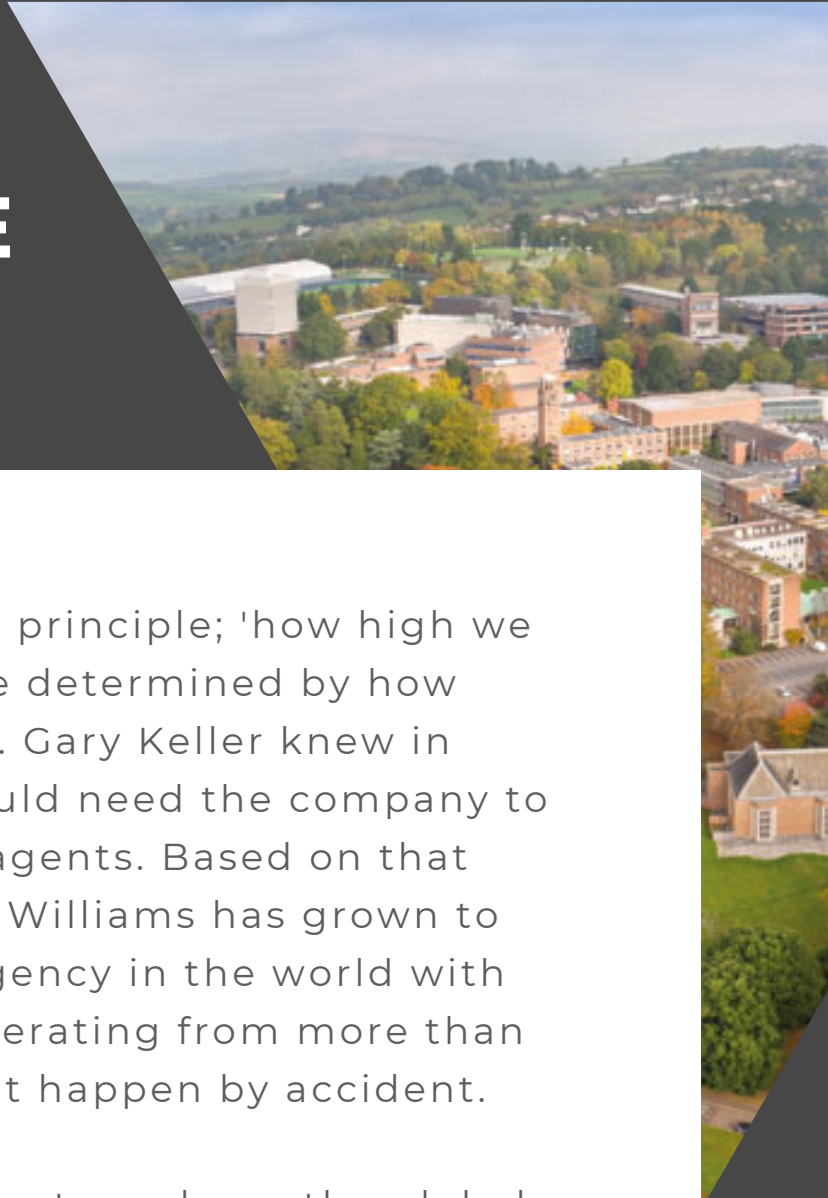
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## Introduction

# WHO ARE WE

Founded on one simple principle; 'how high we go as a company will be determined by how high we lift our people'. Gary Keller knew in order to do that, he would need the company to be built for agents, by agents. Based on that simple principle, Keller Williams has grown to be the largest estate agency in the world with over 200,000 agents operating from more than 50 countries. That didn't happen by accident.

Today, we are continuing to reshape the global agency landscape as the opportunity is expanded across all corners of the world with a proven model, industry leading technology, award winning training and support from our local Market Centres.



The Largest Real Estate  
Company in the World

## OUR MODEL

Revolutionising the real estate industry in the UK, moving it from **transactional to relationship based**, the way it is done in most other countries in the world. For clients, our Associates become their go-to property expert for life, adding value by following a robust communication plan to build that relationship and create trust. Each client receives consistent, outstanding service from an individual agent who is an expert in their field and supported by a great system and technology.



## GO FROM 5% TO 60%

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Agents in the UK typically keep 5-15% of their commission and work on a fairly low basic salary, giving the company the vast majority of the value of transactions they generate, making it very difficult for the agent to build any real wealth and achieve their goals.

Our Associates build and maintain great relationships with their customers, being well-trained and supported on a proven model and retaining the majority of their income (63-98%) as well as owning their data and building their own individual brand.

## OUR WHY

We cannot achieve success without the success of our people



### LOW STARTUP COSTS

Becoming a business owner supported by the Global leader and follow a documented formula for success. Proven in over 53 countries, KWUK will guide you on our systems and models, keeping startup costs to a minimum.

### ALL ACCESS PASS

- Supporting you with World-class marketing systems
- Providing you with proven organisational and economic models
- Delivering you industry-leading technology
- Rewarding you through Growth Share for helping us to grow the business



**EARN YOUR WORTH**

Earn up to 98% of your  
commission

**CONTROL YOUR TIME**

Work how you want,  
when you want, around  
your personal life.

**SYSTEMS FOR SUCCESS**

Success leaves clues -  
Follow the proven  
KW systems to win big.

**JOIN THE FAMILY**

Be part of the 200,000  
successful business owners  
around the  
world.



### WINNING CULTURE

KW Culture wraps around everything we do

### PASSIVE INCOME

Growth Share rewards our agents with passive income when they help us grow

### SYSTEMS & TOOLS

KW will provide the systems and tools for proven success.



## **PLUS! COACHING, TRAINING, & CONSULTING**

We are here to support you and your business. We have an expansive range of coaching sessions available to you, run both in house at KW Exeter, as well as the opportunity to join the wider regional training programmes. The wealth of learning available to those that want to succeed, is housed on KW University. This platform has well developed training programmes for both new agents that are entering the industry, as well as great content for seasoned Estate Agents wishing to take control of their career and create their own business.

# OUR TEAM



## **Luke Jones**

### **Operating Principle**

Luke first gained his California Real Estate license back in 2008 working as a solo agent before growing one of the most successful agencies on the Westside of LA. In 2020, he moved back to the UK and in 2022 launched KW Exeter. Luke is committed to empowering his leadership team to build a remarkable community of talented Agents and Business Owners.



## **James Mugridge**

### **Market Centre Manager**

James' core function at KW Exeter is empowering individuals to take ownership of their career through becoming a business owner. By setting up agents with systems and tools for success, James is on hand to guide you to create wealth from your business.

With a background in building start up companies and business management for growth, James joined the team with a passion to help Luke launch and grow Keller Williams Exeter.

"Our success is through our agents. The Keller Williams models provide the framework for individuals to create successful businesses that they are in control of. I take great pride in consulting our agents on how they can develop and grow their businesses to create wealth."



# OUR CULTURE

Known as the WI4C2TES, our culture is embedded in all that we do and is the key to our success.

**WI4C2TES**

**WIN-WIN**  
OR NO DEAL

**INTEGRITY**  
DO THE RIGHT THING

**CUSTOMERS**  
ALWAYS COME  
FIRST

**COMMITMENT**  
TO ALL THINGS

**COMMUNICATION**  
SEEK FIRST TO  
UNDERSTAND

**CREATIVITY**  
IDEAS BEFORE  
RESULTS

**TEAMWORK**  
TOGETHER EVERYONE  
ACHIEVES MORE

**TRUST**  
STARTS WITH  
HONESTY

**EQUITY**  
OPPORTUNITIES FOR ALL

**SUCCESS**  
RESULTS THROUGH PEOPLE



# THE STATS



**500**

Active UK agents



**1.1m**

Global transactions  
per year



**4300**

Global exchanges  
per day



**180**

Global exchanges  
per hour

As the Largest and Fastest growing franchise in the world, Keller Williams is at the forefront of tech, training and culture.

# COSTS & MEMBERSHIP



**£250  
+VAT**

## **Up Front joining fee**

- Portal & domain registration
- Account activations
- Access to the referral network
- Induction & training access

**£185  
+VAT**

## **Monthly Membership**

- Portal advertising - Zoopla, RightMove, OnTheMarket
- KWUK & KWExeter webpage & property advertising
- Instant valuation tool
- CRM system
- KW Nurture system
- Training & Support
- Call answering service



# OTHER COSTS TO CONSIDER



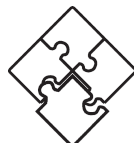
**£300**

Annual charge for AML  
Supervision  
(Plus £40 for each additional Director)



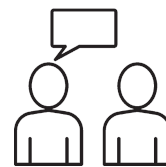
**£12**

Cost to register your  
Limited Company



**£125**

Annual cost of a PRS  
membership (£85) and  
ICO Registration (£40)

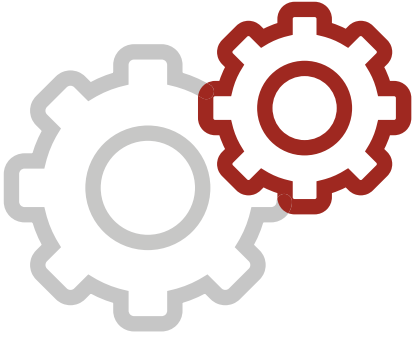


**£16**

Average monthly cost for  
PI and PL insurance







**Joining timeline**

**Comparison of  
comission**

**Cap Explained**

**Training  
available**



## LET'S CONNECT

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