



## 2021 EOY REPORT: 1.3M+ LIVES CHANGED

With 1.3M transactions closed in the US and Canada alone, Keller Williams has achieved significant growth and continuously topped franchise and corporate culture rankings, not just within Q4, but throughout 2021.

5 CONTINENTS

50+ REGIONS

285+ MARKET CENTER LOCATIONS

199,000+ ASSOCIATES GLOBALLY

371,000,000 HOME SEARCHES CONDUCTED

2,982,385 LEADS GENERATED (AVERAGE COST \$2)

68,965,507 CONTACTS NURTURED

3,415,814 TRANSACTIONS WORKED

1.63 MILLION TOTAL TRANSACTIONS

\$544.3 BILLION SALES VOLUME

\$587.5 BILLION CONTRACTS WRITTEN VOLUME

\*Combined Global Total, Including US & Canada

\$103.6 BILLION TOTAL LUXURY MARKET SHARE +104% VS 2020

56,150 LUXURY PROPERTIES CONTRACTED +87% VS 2020

23,502 AGENTS WITH TRANSACTIONS OVER \$1M +57% VS 2020

In 2021, Forbes ranked KW on its annual list of World's Best Employers and on its annual World's Top Female-Friendly Companies. In November of 2021, KW unveiled the KW School of Real Estate (KSCORE), a national, first-of-its-kind, fully-digital real estate training program, in partnership with Kaplan. In addition, Franchise Times featured KW on its annual list of Top 400 Franchises 2021.

**GLOBAL REACH  
#1 IN AGENT COUNT**

**KELLER CLOUD  
ECOSYSTEM**

Command, Connect, &  
the Command App

**RECORD  
BREAKING 2021**

KELLERWILLIAMS  
*Luxury*  
INTERNATIONAL

**Forbes**



**Keller Williams  
School of Real Estate**

**Franchise Times**  
The News and Information Source for Franchising