



## About Keller Williams Philippines

Keller Williams is the world's largest real estate franchise and home to more real estate professionals than any other company.

Keller Williams' expansion in Asia brings with it the great culture and business structure with the opening of a new master franchise in the Philippines. Led by the former Regional Controlling Principal, Steve Chien, and now a vigorous market center owner and its devoted Regional Operating Principal, the late Rolando C. Acuesta, Keller Williams Philippines opens more opportunities for real estate professionals.

"Keller Williams' business model, training curriculum and powerful culture will be key to it becoming the leading real estate brokerage in the country," said Chien. "The Keller Williams value proposition is a game-changer."

KW Philippines is backed by a team of leaders with more than 40 years' experience in residential, commercial and leisure real estate development.

"Real estate franchising may be unheard of in the Philippines, yet it's advantageous to sellers for better training and lead generation, clients for more reliable and smoother services and franchisees for having a tested business model and known brand name," said Acuesta.

"Keller Williams is going to change the way we sell real estate in the Philippines," said Acuesta.

Keller Williams Philippines signed the master franchise contract in April 2017 and opened its Regional Office in Ortigas, Mandaluyong on July 1, 2017.

To fulfill the company's mission and philosophy, Keller Williams Philippines equip the associates with the trainings, tools and systems they need to help them achieve their business and family goals.

Currently, Keller Williams Philippines has seven (7) Market Centers nationwide, namely:

KW Alabang  
KW Bohol

KW Cavite  
KW Fort Bonifacio

KW Makati  
KW Manila Bay

KW Ortigas