

# Keller Williams Increases Agent Commissions



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*Keller Williams is the world's largest real estate franchise, with 150,000 associates worldwide, up from 50,000 just ten years ago. They were recently named the #1 training organization in the world by Training Magazine.*

## Challenge

Keller Williams recognized the potential for online video training very early and decided to build their own video management system to accomplish their goals. As their agent count grew from 50,000 associates to 100,000 associates, they found that their homegrown system's weaknesses in scalability, customizability, and user-friendliness were holding them back.

## Solution

Keller Williams decided to rebuild their video training portal, KWConnect, utilizing Drupal's CMS and uStudio's video management platform. The IT department was initially hesitant to invest the time in making the switch, but they quickly realized that this new technology stack would allow for a level of automation that was previously out of reach.

The new KWConnect portal is very tightly integrated with uStudio. Every piece of data necessary to publish video - title, description, membership level, associated documents, categories, and much more - is stored in uStudio as custom metadata, which completely automates the video publishing workflow inside the portal's CMS.

Keller Williams was also able to save money in this migration. They had been paying a significant amount for storage and CDN. Since these commodities are included in their uStudio enterprise license, they were able to cancel these contracts.

## Results

With uStudio, video publishing is fully organized and automated, making their teams much more efficient and responsive to business needs. They are now able to expand their use of video beyond announcements and instructor-led training to live streaming their associate conferences to over 10,000 associates globally and implementing user-generated video initiatives to engage in peer-to-peer training.

Keller Williams sees ROI from their continued expansion of video initiatives year after year. In 2014-2015, agents who used video training closed 88% more transactions and made 42% more commissions than agents who did not. At an aggregate level, for the first half of 2015, overall commissions increased 25% and agent count grew by 18%.

*If you're interested in learning more about how we help customers like Keller Williams do more with video, contact us to **request a demo with a video strategist.***