

Keller Williams Case Study

Real Estate | 200k+ associates | 940 offices | US\$ 332B+ revenue

After reviewing and comparing all the brand management and content creation solutions they could find in the market, Keller Williams chose We Brand.

The realty leader had to ensure the alignment and execution of its vision to build a technology stack aimed at positioning the company at the forefront of the real estate market.

With over 3,000 templates available in We Brand, every Keller Williams franchise owner now easily creates their own personalized materials for their customers right on the spot.



Customer Benefits

Accelerating Go-To-Market

In the first two weeks, Keller Williams added **500 templates** with the support of the We Brand team and account administrators received training. At this point, the solution was rolled out to **20,000 users**. In the following three weeks, user adoption grew fast beyond **80,000 users**. Their marketing team now adds their own templates weekly, supporting their agents on a daily basis and helping customers sell their properties faster.

Easy Integration

Given the strategic vision and technical needs of Keller Williams, integrating We Brand with their internal systems was key. Once the requirements were laid out, We Brand provided the customer with the capability to integrate in record time; one day only. Based on **white label** and **single sign-on solutions**, We Brand is the most widely used app among their realty agents.

Keeping Up with Global Growth

Over **80,000 agents** in the US are already using We Brand to produce their listings. As the number of designs created nears one million, the company is currently rolling out the solution to other markets, including Japan.

"We Brand's willingness to partner with us and roll out continuous features like the Global Print Network and Power PDF Editor allowed us to differentiate. We now have an ideal platform for our real estate needs versus some of our competitors that may have partnered or subsidized with Canva; there's a big difference. We actually use that fact as a differentiator in our marketing materials."

Neil Dholakia

Chief Product Officer



Challenges

Keller Williams needed an **effective content management platform** with graphics editing capability that could be integrated with other tools they were building.

Their multi-tiered go-to-market structure meant that the franchisors and their contractors required **standardized branding** and **standardized templates** that can continually be updated by the marketing team at their headquarters.

The company also needed a platform that allows for **agile rollouts** and **fast user adoption** aimed at providing return on investment (ROI) within the first three months.

Solutions Delivered



We Brand's **White Label platform** was seamlessly incorporated with the look and feel of Keller Williams' current systems.



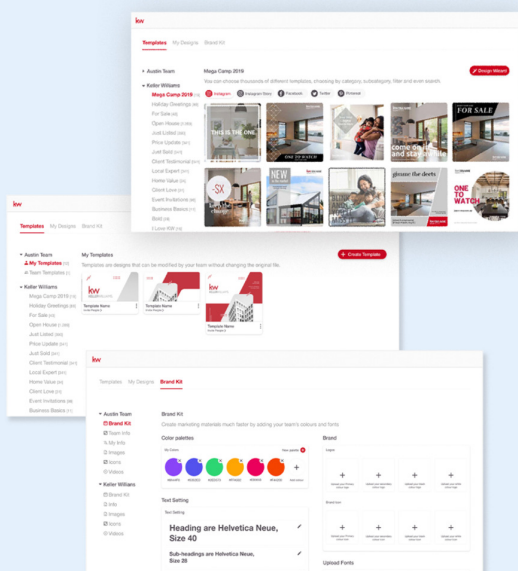
Training was provided to administrators only; other users jumped straight into the editor interface without the need to learn new skills.



The **Power PDF Editor and Uploader** looked after 500 existing design templates made available to all users in the first two weeks. The adoption rate was 90% across all agents. Our solution continues to provide great value to the marketing team, which has now created over 3,000 templates.



Keller Williams' **Multiple Listing Service (MLS)** was operational and integrated with We Brand in the initial two weeks. This enables agents to create full media packages for their customers on the spot allowing them more time to improve their relationships.



Neil Dholakia

Chief Product Officer

"This goes far beyond just empowering agents to create their own listings. We Brand's Enterprise solutions tick a lot of boxes that I no longer need to think about. Their philosophy is in line with supporting our needs versus just making a sale."

See how Keller Williams promotes We Brand's Enterprise solution:

Drag, Drop and Delight with Designs
Achieve Local Expert Status at the Drop of a Stat

Bring More to the Table with Listing Presentations in Designs
Video: "Designs" Launch at Megacorp 2019