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### **Keller Williams Renews Contract with BackAgent**

**Houston, Texas:** Keller Williams Realty International, the largest real estate franchise company in North America, has renewed its agreement with BackAgent, continuing a relationship that started in 2011.

"We're delighted to extend our relationship with Keller Williams, and we look forward to helping drive their continued success," says BackAgent President and CEO Eric Reed.

The renewal continues Keller Williams Realty's subscription to a custom intranet that makes it easy for local Market Center (MC) staff and agents to quickly communicate, share calendars and manage office resources. The system integrates directly with myKW, Keller Williams' corporate intranet, and is currently deployed to all MCs worldwide.

The system has enjoyed an enthusiastic reception by Keller Williams associates, with a marked increase in usage and strong adoption rates over the last year.

"One thing our clients appreciate about working with BackAgent," notes Reed, "is the ability to suggest new features and ways to improve integration with their existing systems. By collaborating with Keller Williams, we were able to set up a fluid, mutually beneficial integration between the two systems."

Many of the BackAgent interfaces were either custom-built for Keller Williams or modified to integrate with the company's systems, models and culture. "We have found that adding Twitter, YouTube, Vimeo and custom widgets to showcase active Keller Williams events really helps to include agents into the larger Keller Williams world," says Reed.

Included in the platform is BackAgent's unique banner advertising platform, which allows Keller Williams to highlight events and distribute other important messages to its associates. A banner posted in January garnered over 15 million views in just a couple of weeks.

As part of the latest Keller Williams improvements, BackAgent deployed new custom communities to enable Keller Williams staff and agents with specific specialties or roles to collaborate within a secure system. Another popular

innovation deployed is the addition of Global Courses, calendar events that can be created by authorized local and regional Market Center staff and displayed to all Keller Williams agents. Global Courses makes it easy for agents to find specific training courses to help them develop their skills and build their businesses.

In 2014, BackAgent platforms processed nearly 100,000 transactions equating to over \$25 billion in business by its subscribers. BackAgent also introduced a native mobile app on the Apple App Store, released a seamless integration with zipForm Plus by zipLogix to enable document creation, and processed thousands of custom print orders through the proprietary Promote system.

**About BackAgent:** Houston, Texas–based Agent Extra, LLC d/b/a BackAgent offers a comprehensive intranet and unique, comprehensive workflow solution for brokers and agents. With over 250 different large and small brands already utilizing the BackAgent platform, BackAgent has built a system that has proven to be flexible and reliable for any size corporate brand or brokerage firm. For more information, visit <http://backagent.com>.

**About Keller Williams Realty International:** Keller Williams Realty, Inc. is the largest real estate franchise company in North America, with approximately 700 offices and more than 110,000 associates in more than a dozen countries around the world. The Austin, Texas-based company has grown exponentially since the opening of the first Keller Williams Realty office in 1983, and continues to cultivate an agent-centric, education-based, technology-driven culture that rewards associates as stakeholders. Training magazine recently named Keller Williams the second-best training organization across all industries worldwide and the highest-ranking real estate business. The company also provides specialized agents in luxury homes and commercial real estate properties. For more information or to search for homes for sale visit Keller Williams Realty online at ([www.kw.com](http://www.kw.com)). For more information about KW Worldwide, please visit [kwworldwide.com](http://kwworldwide.com).

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