

At the core of Keller Williams Realty is a conviction that who you are in business with matters. We believe that the company we keep can contribute to our lives in untold ways. To help cement this understanding, Keller Williams has formalized a belief system called the WI4C2TES that guides how we treat each other and how we do business.

#### Our Mission

To build careers worth having, business worth owning, lives worth living, experiences worth giving, and legacies worth leaving.

#### Our Vision

To be the real estate company of choice for agents and their customers.

#### Our Values

Faith, Family, then Business

#### Our Perspective

A technology company that provides the real estate platform that our agents' buyers and sellers prefer. Keller Williams thinks like a top producer, acts like a trainer-consultant, and focuses all its activities on service, productivity, and profitability.

## OUR BELIEF SYSTEM

### WI4C2TES

Win-Win: or no deal

Integrity: do the right thing

Customers: always come first

Commitment: in all things

Communication: seek first to understand

Creativity: ideas before results

Teamwork: together everyone achieves more

Trust: starts with honesty

Equity: opportunities for all

Success: results through people

