



Keller Williams Disrupts Itself by Becoming an Agent-Driven Technology Company

Challenge

Founded in 1983, Keller Williams Realty, Inc. is the world's largest real estate technology franchise, with more than 1,060 offices and 183,000 associates around the globe. To remain at the top of its industry, the company realized that it needed to disrupt its own business model before new entrants and existing players disrupted it first. Company leadership decided to redefine Keller Williams as a technology company and build the world's first real estate cloud.

In 2015, Keller Williams began building its real estate platform from scratch with new artificial intelligence-driven applications. The platform was named the Keller Cloud and included applications for sales and marketing automation, business automation, financials, collaboration, HR and recruiting, and others. The company also began creating a consumer experience for searching, buying, selling, owning, and managing real estate.

To reduce friction for its agents, the company needed a multidimensional commerce platform within Keller Cloud to sell, manage, and provision software, education, and other goods and services to agents. The platform would streamline the agent experience with one-stop shopping while eliminating the challenges of multiple, legacy billing systems.

Solution

To remain focused on building applications that are core to a real estate agent's business, Keller Williams decided to partner on the multidimensional commerce

EXECUTIVE SUMMARY

COMPANY NAME:

Keller Williams Realty, Inc

INDUSTRY:

Real Estate

LOCATION:

Austin, TX

CHALLENGE

- > Drive rapid digital transformation to stay ahead of the competition
- > Give agents an easy way to sell, manage, and provision solutions via its Keller Cloud platform
- > Streamline the agent experience with one-stop shopping

SOLUTION

- > AppMarket Ecosystem Edition

RESULTS

- > Powers multidimensional commerce and replaces disparate, legacy billing systems
- > Provides a seamless shopping experience for agents
- > Allows Keller Williams to focus on delivering apps core to real estate

platform. “It didn’t make sense to build a marketplace on our own with all the bells and whistles we needed,” says Jeff Tamaru, Head of Corporate Development at Keller Williams. “We wanted a partner that is a leader in the space and one that would be open to customizations for our agent-driven approach.”

After evaluating its options, Keller Williams chose AppDirect as that partner. The AppMarket Ecosystem Edition from AppDirect is a white-label marketplace that delivers an intuitive shopping experience for any type of product, from physical goods to software and services.

Results



CASE STUDY

Today the Keller Cloud provides a powerful suite of tools that work in harmony to deliver smarter business solutions for agents and smoother experiences for customers. Recognizing the company’s accomplishments, Fast Company named Keller Williams the “Most Innovative Company” in real estate in 2019.

The KW MarketPlace powered by AppMarket is the storefront and commerce engine for the Keller Cloud and third-party applications that plug into the Keller Cloud ecosystem. “With AppDirect, we can provide a single point of commerce that reduces friction for our agents,” says Tamaru. “It’s the first real estate-specific app store in the industry where agents can easily discover new innovations and add them to the core technology stack that supports their business.”

While initially the KW MarketPlace provides Keller Williams agents with an open ecosystem of applications for agents, ultimately the company plans to drive all commerce through the KW MarketPlace. This will include its Keller Williams coaching services as well as physical goods, third-party professional services, and event ticketing for a truly multidimensional commerce model.

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JEFF TAMARU

HEAD OF CORPORATE DEVELOPMENT, KELLER WILLIAMS

ABOUT APPDIRECT

AppDirect provides the only end-to-end cloud commerce platform for succeeding in the digital economy. The AppDirect ecosystem connects channels, developers, and customers through its platform to simplify the digital supply chain by enabling the onboarding and sale of products with third-party services, for any channel, on any device, with support.

Powering millions of cloud subscriptions worldwide, AppDirect helps organizations, including Jaguar Land Rover, Comcast, ADP, and Deutsche Telekom, connect their customers to the solutions they need to reach their full potential in the digital economy.

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