

MULTIPLE MARKET CENTER APPLICATION



Region: _____
 Market Center Name/#: _____
 OP or Investor Name: _____

Multiple Market Center ("MMC") criteria applies if: (i) the proposed Operating Principal ("OP") is currently the OP of an existing Market Center; or (ii) any investor with 20% or more of the outstanding equity interests in the proposed new Market Center also owns a 20% or greater equity interest in another Market Center.

NOTE: THE REGIONAL DIRECTOR MUST HAVE VALIDATED AN EXISTING OP'S KPA PRIOR TO SUBMISSION OF AN APPLICATION FOR ANOTHER MARKET CENTER.

Please list all Market Centers in which you have equity interests:

MC #	MC Name	OP	Your Percentage Ownership

PROFITABILITY, AGENT COUNT & RANKING

The currently owned Market Center(s) should be profitable YTD and have an agent count appropriate for stage of growth and market size. Additionally, three (3) months working capital must be documented for each Market Center.

In order to document current success, please include the most recent for each Market Center:

- ☐ Multi-Year Trends Report
- ☐ Vital Signs Scorecard
- ☐ Balance Sheet
- ☐ Profit and Loss Statement

Key Success Indicators (previous 12 months)						
Market Center #	Owner Profit	Profit Share	Agent Count	Growth – Agent Count		3 mo Reserves Y/N
				Gross	Net	
	\$	\$				
	\$	\$				
	\$	\$				
	\$	\$				
	\$	\$				
	\$	\$				

Each currently owned Market Center should demonstrate new Associate growth for the prior 12 months. If not, a plan must be submitted covering the MMC candidate's plan to support the Market Center's growth.

QUALIFIED & APPROVED STAFF

Qualified, approved and fully trained staff & ALC must be in place in current Market Center(s). Please complete the worksheet below:

Market Center	OP	TL	MCA	MCTT Y/N	ALC Y/N

GENERAL MANAGER (IF APPLICABLE)

KW may require an approved General Manager on a case-by-case basis.

Do you currently have an approved General Manager for your Market Centers?

☐ Yes ☐ No

Name: _____

MEGA RECRUITMENT

Please document historical ability to recruit Mega Associates to current Market Centers; defined as \$10M volume, or \$300,000+ GCI, or 75+ Units, annually, (based on local market conditions).

Name of Mega Associate	Date Joined KW	Previous Company	Sales Volume

GROWTH ENGAGEMENT

Event	Attendance
Franchise Systems Orientation (FSO)	Date: _____
Family Reunion	Annually? <input type="checkbox"/> Yes <input type="checkbox"/> No - year last attended: _____
Mega Agent Camp	Annually? <input type="checkbox"/> Yes <input type="checkbox"/> No - year last attended: _____
Mega Leadership Camp	Annually? <input type="checkbox"/> Yes <input type="checkbox"/> No - year last attended: _____
Weekly Growth Call	Weekly? <input type="checkbox"/> Yes <input type="checkbox"/> No
Regional Calls & Events	<input type="checkbox"/> Yes <input type="checkbox"/> No

REVIEW & SUBMIT

Review and ensure all documents are included and in order. If further explanation is needed for any items required in this application, please include attachment.

By signing below, I am submitting this application for MMC ownership and hereby certify that all of the information provided above is true and correct to the best of my knowledge.

MMC OP/Investor Signature

Date

Printed Name: _____

TO BE COMPLETED BY THE REGION

The Region acknowledges that to the best of its knowledge, the Market Centers currently owned by the MMC candidate are in 100% contractual compliance with the Franchise Agreement and Keller Williams' cultural standards.

The Region also acknowledges that these Market Centers have no complaints from other Market Centers, have effective staff in place, and have embraced the cultural, economic and training models of Keller Williams Realty.

Additional Comments:

Regional Director Signature

Date

Printed Name: _____

DUAL REGIONAL ACKNOWLEDGEMENT
(if applicable)

If MMC candidate is submitting an application for a Market Center in a different Region in which they are located, **both** Regions must address any concerns and submit recommendation.

The _____ Region acknowledges that the MMC Candidate disclosed that they were interested in a role at an existing Market Center or a new Market Center outside of their home Region before they began to explore the opportunity. Both Regional Directors recommend this role.

Regional Director Signature

Date

Printed Name: _____

Regional Director Signature

Date

Printed Name: _____