

# GROW YOUR BUSINESS as a Preferred Partner

**KW**  
KELLERWILLIAMS® REALTY  
**ELITE**

- Keller Williams ELITE is the fastest-growing real estate powerhouse in the Greater PA Region, with over 220 passionate associates and memberships in five REALTOR® Associations, all driven to serve our communities.
- Last year, we rocked nearly 2,000 transactions, and this year, we're set to crush that record! Our deals are a dynamic mix—40% listings and 60% buyers—bringing unmatched value to both sides.
- At KW ELITE, every event is a marketing spectacle, blending social media buzz with traditional media flair to make waves in and beyond real estate.
- We've achieved big milestones, earned awards, and pushed our initiatives forward. And the best part? We're just getting started!

The KW Elite Preferred Partner Program is designed to build strong, mutually beneficial relationships with local and small businesses. By partnering with us, you gain access to a network of productive REALTORS® and opportunities to connect directly with buyers and sellers in our communities. We believe in fostering partnerships based on trust, shared values, and a common goal of growing together.

**Program Benefits:**

- **Exclusive Networking Opportunities (Per Package Options)**
  - Engage directly with our agents and clients at events, training sessions, and networking functions.
  - Build meaningful relationships that can lead to long-term business growth.
- **Advertising and Brand Exposure**
  - Promote your business within our office and through our marketing channels.
  - Leverage our extensive reach to expand your brand's visibility.
- **Access to a Growing Community**
  - Connect with a dedicated base of REALTORS® looking for reliable, local service providers.
  - Reach buyers and sellers directly through our network, helping to grow your customer base.
  - Collaborate with a brokerage that prioritizes partnerships with local and small businesses.
- **Commitment to Win-Win Scenarios**
  - Our partnerships focus on creating value through mutually beneficial relationships and collaboration, benefiting your business, our market center, agents, and their clients.
  - We average over 2,000 transactions per year, demonstrating exceptional growth year over year.

At KW Elite, we are committed to fostering partnerships that help local businesses thrive while providing expert recommendations to our clients. We invite you to join us on this journey of shared success.

For more information or to discuss partnership opportunities, please contact:

Scott Barr

[scottbarr@kw.com](mailto:scottbarr@kw.com)

# KW ELITE LANCASTER

## PREFERRED PARTNER TIERS

Contact Program Director  
 Email - [scottbarr@kw.com](mailto:scottbarr@kw.com)  
[kwPreferredPartner.com](http://kwPreferredPartner.com)

### PLATINUM

#### MONTHLY 12X PER YEAR

- FB AGENT GROUP POST
- FB/INSTA PUBLIC PAGE
- AGENT ROSTER EMAIL BLAST
- NEWSLETTER SPOTLIGHT AD
- STAKEHOLDER MEETING INVITE
- STAKEHOLDER LUNCH INVITE
- STAKEHOLDER RECOGNITION
- LOGO ON STAKEHOLDER SLIDE

#### 1X PER YEAR

- STAKEHOLDER PRESENTATION
- STAKEHOLDER LUNCH SPONSOR
- AWARDS NIGHT RECOGNITION
- AWARDS NIGHT INVITE (2 TIX)
- AWARDS NIGHT AD SLIDE
- XMAS PARTY INVITE (2 TIX)
- XMAS PARTY RECOGNITION
- WEBSITE HOME PAGE AD CTA
- PRINTED ADS ALL OVER MC (30)
- SPOTLIGHT AD ON NEWS FLYER

#### ALL YEAR CONTINUOUS

- WEBSITE PARTNER DIRECTORY AD
- WEBSITE LANDING PAGE FULL AD
- 1/2 PG AD IN HANDOUT BOOKLET
- AD ON INTERNAL TV NETWORK
- MC MARKETING SHELF DISPLAY
- NETWORKING AT MC TRAININGS
- NETWORKING AT MC EVENTS
- MC CALENDAR EVENT ACCESS
- DISCOUNTED PLUS+ PROGRAM
- EXCLUSIVE VENDOR OPTION
- TRAINING ROOM WORKSHOPS

**\$3,000 PER YEAR**

### PLUS SPONSOR \*

#### 1X PER YEAR

- AWARDS NIGHT INVITE (2 TIX)
- XMAS PARTY INVITE (2 TIX)
- AWARDS NIGHT SPONSORSHIP
  - PRESENT CATAGORY WINNER
  - PRESENTATION SLIDE AD
  - SPEAK ABOUT BUSINESS (5MIN)
  - PHOTOS W/CATAGORY WINNERS
  - SOCIAL MEDIA & MC RECOGNITION
- RED DAY CHARITY SPONSOR
  - LUNCHESES FOR VOLUNTEER'S
  - SOCIAL MEDIA & MC RECOGNITION
- AGENT TRAINING(S) SPONSOR
  - BOLD & OTHER EVENTS
  - SOCIAL MEDIA & MC RECOGNITION
  - SPONSOR AD AT EVENT(S)
- VARIOUS SPONSORSHIPS
  - CHARTIABLE FUND DRIVES
  - EASTER BUNNY & SANTA EVENTS
  - ALC SANCTIONED EVENTS
  - MARKET CENTER EVENTS
  - SOCIAL MEDIA & MC RECOGNITION

#### ALL YEAR CONTINUOUS

- AD ON LOBBY TV ONLY
- 1/4 PG AD IN PARTNER BOOKLET
- QUARTERLY AGENT EMAIL BLAST
- QUARTERLY SOCIAL MEDIA POST
- STAKEHOLDER LUNCH INVITE
- INTRODUCTION EMAIL TO AGENTS
- WEBSITE DIRECTORY AD

**\$1,500 PER YEAR**

### GOLD

#### ALL YEAR CONTINUOUS

- AD ON LOBBY TV ONLY
- 1/4 PG AD IN PARTNER BOOKLET
- QUARTERLY AGENT EMAIL BLAST
- QUARTERLY SOCIAL MEDIA POST
- STAKEHOLDER LUNCH INVITE
- INTRODUCTION EMAIL TO AGENTS
- WEBSITE DIRECTORY AD

**\$500 PER YEAR**

### A LA CARTE

#### ASK ABOUT

- TRAINING ROOM WORKSHOPS
- LUNCH & LEARN TRAININGS
- SINGLE EVENT SPONSORSHIPS



Platinum Partners now have an exclusive chance to join the Plus Sponsor Program for just \$1,000. This special rate ensures impact at charitable events and grants exclusivity—no competing company with similar offerings can join after you. It's a unique way to stand out and give back.

Sponsorship contribution channels and amounts are directed in collaboration with the Preferred Partner and the Preferred Partner Committee based on availability

Learn more at [kwPreferredPartner.com](http://kwPreferredPartner.com).

# ALL ACCESS TO OUR MARKET CENTER EVENT CALENDAR

KW ELITE empowers its agents with a comprehensive suite of tools, utilizing a dynamic website with growth tools and agent services as a centralized communication hub. A dedicated help desk fosters a collaborative work environment. Our commitment to continuous learning is evident through various events and workshops, enhancing agents' skills for elevated performance and client service, reflecting their dedication to sustained success in the competitive real estate landscape.

Get ready to dive into the **KW ELITE's Event & Training "Growth" Calendar**, your go-to hub for all things awesome, from mind-blowing trainings to supercharged meetings and events!

The calendar can be found on [www.kwEliteLancaster.com](http://www.kwEliteLancaster.com)



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A lot of companies say they function as a family. At Keller Williams Realty, we place such importance on this that we have designed a culture that fosters this. This approach guides us every day in how we conduct our Business. Our beliefs are the rules we live by, and they dictate how we work together and will treat each other.

## Our Mission

To build careers worth having, businesses worth owning, and lives worth living.

## Our Vision

To be the real estate company of choice

## Our Values

God, Family, then Business

## Our Perspective

A training and consulting company also provides franchise systems, products, and services that lead to productivity and profitability. Keller Williams thinks like a top producer, acts like a trainer-consultant, and focuses all its activities on service, productivity, and profitability.

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Discover how the KW Elite Preferred Partner Program can benefit you and your clients! Visit [www.kwPreferredPartner.com](http://www.kwPreferredPartner.com) for detailed information on our trusted partners, program details and how these connections can enhance your business and service.

