

The Four Evolutions

I Multiple Business Evolution

- Keller Williams Realty
- Keller Mortgage
- Keller Covered
- MAPS
- The ONE Thing

I Sawdust Evolution

- Brivity
- Mirror my Business
- Implement my Business
- Maintain my Momentum

I Industry Evolution

- Real Estate Team
- Mortgage
- Title
- MC Ownership
- Training/Coaching

I Model Evolution

- McDonalds
- Franchise
- Expansion

“The size and quality of your real estate business will be in direct proportion to the size and quality of your database.”

– Gary Keller