



**News Release
FOR IMMEDIATE RELEASE
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CRAIG PROCTOR
★★ PRODUCTIONS INC. ★★

**Keller Williams Realty's Award-Winning MAPS Coaching
Division Welcomes New Affiliate, Craig Proctor Productions**

AUSTIN, TEXAS (January 25, 2010)—Keller Williams Realty, Inc. and Craig Proctor Productions announced today that Proctor has become an affiliate of the company's MAPS Coaching program.

MAPS Coaching offers an array of customizable coaching programs including one-one-one coaching and group coaching to the real estate industry.

Additionally, MAPS hosts productivity camps and its annual signature events, Masterminds and Mega Camp, where more than 6,000 top-producing real estate professionals gather to network and hear the latest insights, trends and skills they need to propel their careers. MAPS Coaching earned multiple accolades in 2009, including being awarded a Stevie Award for Sales Training and Coaching Program of the, and was the first real estate company to be nominated for the PRISM Award for its excellence in coaching.

“Our coaches are deeply passionate about coaching and dedicated to lifting up their clients to grow their business and enhance their lives,” said Dianna

Kokoszka, president of MAPS Coaching. “We see this as a strong alliance with endless possibilities.”

Kokoszka has almost 30 years experience in the real estate industry, selling 104 homes her first year and over 200 homes each year since with only two buyers’ agents. Currently she leads more than 40 MAPS coaches, with more than 40,000 coaching hours under their belts, while also developing and fine-tuning the organizations coaching programs and special events. Her guidance has grown MAPS Coaching during the dramatic economic downturn, breaking attendance records to Mega Camp, while also developing and offering the new BOLD program, an intensive seven-week, six-hour-a-day program taught within the real estate office. Kokoszka has authored 21 books and has been honored four times as the Business Woman of the Year by *Denver Business Magazine* and Business Council, Entrepreneur of the Year by Champions of Free Enterprise, and Best of the Best in Real Estate by *Real Trends* in Dallas, Texas.

Proctor is the founder of Craig Proctor Productions, an international real estate success coaching organization that has coached more than 30,000 real estate agents across the globe. An established industry speaker and business coach, Proctor has more than 20 years experience as a real estate agent, during which he and his team sold over 8000 homes, and as many as 557 in a single year.

“As always, our goal as a company is to offer an ever-growing menu of options to our agents to enhance and grow their business to the highest level,” said Bryon Ellington, chief products officer of Keller Williams Realty.

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About Keller Williams Realty, Inc.:

Founded in 1983, Keller Williams Realty Inc. is the third-largest real estate franchise operation in the United States, with 679 offices and 73,000 associates in the United States and Canada. The

company, which began franchising in 1990, has an agent-centric culture that emphasizes access to leading-edge education and promotes an economic model that rewards associates as stakeholders and partners. The company also provides specialized agents in luxury homes and commercial real estate properties. For more information, or to search for homes for sale visit Keller Williams Realty online at (www.kw.com).

About Craig Proctor Productions:

Craig Proctor is President of Craig Proctor Productions and Craig Proctor Coaching. Proctor has trained over 30,000 real estate professionals and is considered one of the leading real estate trainers in the world. A successful agent himself with 22 years experience, Proctor was named #1 Worldwide Agent for RE/MAX at age 29 and remained at the top of the RE/MAX International charts for 15 consecutive years, selling over 8,000 homes and over \$1 Billion dollars of real estate in his career. Married with three children, Proctor now lives in Florida where he devotes his time to training real estate agents across the country to achieve the same level of success he enjoyed himself.