

# **Keller Williams Realty, Inc.**

**About the company:** Keller Williams Realty is a real estate company with 420+ thousand followers on LinkedIn. This enormously big company has more than 100k employees. This company is settled in Austin, Texas. It's an old company founded back in 1983.

**Specialties:** Selling, Buying, Consulting, Training, Connecting, Investing, and Real Estate

**How they got attention:** they do not run any Facebook or Google ads. They become a well-known brand over the course of time. Because they are known as a reliable and overall very good brand they are very popular in the US. KW has a commercial group and a lot of social media accounts. I assume that they promote their company on TV or billboards but I could not find any evidence of that. KW makes a big number of webinars and events.

**How they monetize attention:** KW is a worldwide company that has a professional site that leads you to the end rank "spend money". After they build the brand they start doing more stuff than just real estate. This is how they earn significantly more than other real estate companies.

**Target market:** Their target market is middle-class families.

**Avatar:** John is the father of 2 kids and "happy" married to Diana mother of his children.

-Day in the life: John gets up early to go to work where he was giving his best but not anymore because he found out that his boss doesn't care about his accomplishments and wants only to see more work done. After his job, he gets home in his 2004 Toyota family car. At home, he first eats lunch and then tells himself "Ah I am too tired let's relax for 15 min" this is how he watched 2 movies and then takes a nap in the living room every day after work. After a nap, he just can't work so he just stays lazy till the end of the day. Before bed, he searches on the internet to buy a bigger family home because Diana is all the time complaining about their home.

-What are the pains and frustrations your avatar is experiencing?: He is frustrated because his wife is just complaining about stupid stuff about their home. He is pisted off because of his boss and the fact that nobody believes that he can do better. He doesn't understand why his kids don't really care about him.

-What are the desires that the avatar experiencing: He just wants an easy life. John wants to show his kids that he is the best father and to show his wife that he is capable of great things. Also, he wants to show his boss and coworkers that he is better than they think.

-Roadblocks: He thinks that if he buys a bigger and better home for his family he will show everybody that he is capable of great things. He just simply doesn't know how

and what is the best way to buy a new house. He doesn't want to get scammed and he doesn't know what he should do.

-Solution: he needs to get knowledge about how to buy properties, what he should do, how to deal with legal stuff behind all of that, etc.

-Product: KW is a real estate company that can help John with all his quotations and doubts very simply and efficiently. Also, it can help him find the right home for his family, deal with legal stuff, and many more.

-Avatar's dream state: Having easy life while living with a family that respects him in a bigger home and make his boss and coworkers respect him more as well.

**Their copy:** Their copy looks very professional and easy to understand, but they all have clear attention. I think that this will help them a lot because it will make customers think that with KW everything is easy and clear, but also very professional so they will not get scammed.

**How I will use things that I learned:** I will give my best to make my email more clear but also more professional at the same time.