

Key Realty

Run Your Business. Backed by Key.

key



Navigation



Success isn't just for the few.
This is Where Agents Rise.

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Our Profession

Our Profession **Matters**



We sell the best
investment in
the world.

Most people do
business with
their “friend in
the business.”

The process
should be
seamless for
everyone
involved.

Real Estate is **More Than Sales**



Agents help their clients navigate major life events with *confidence and empathy.*

Guide clients
through
uncertainty

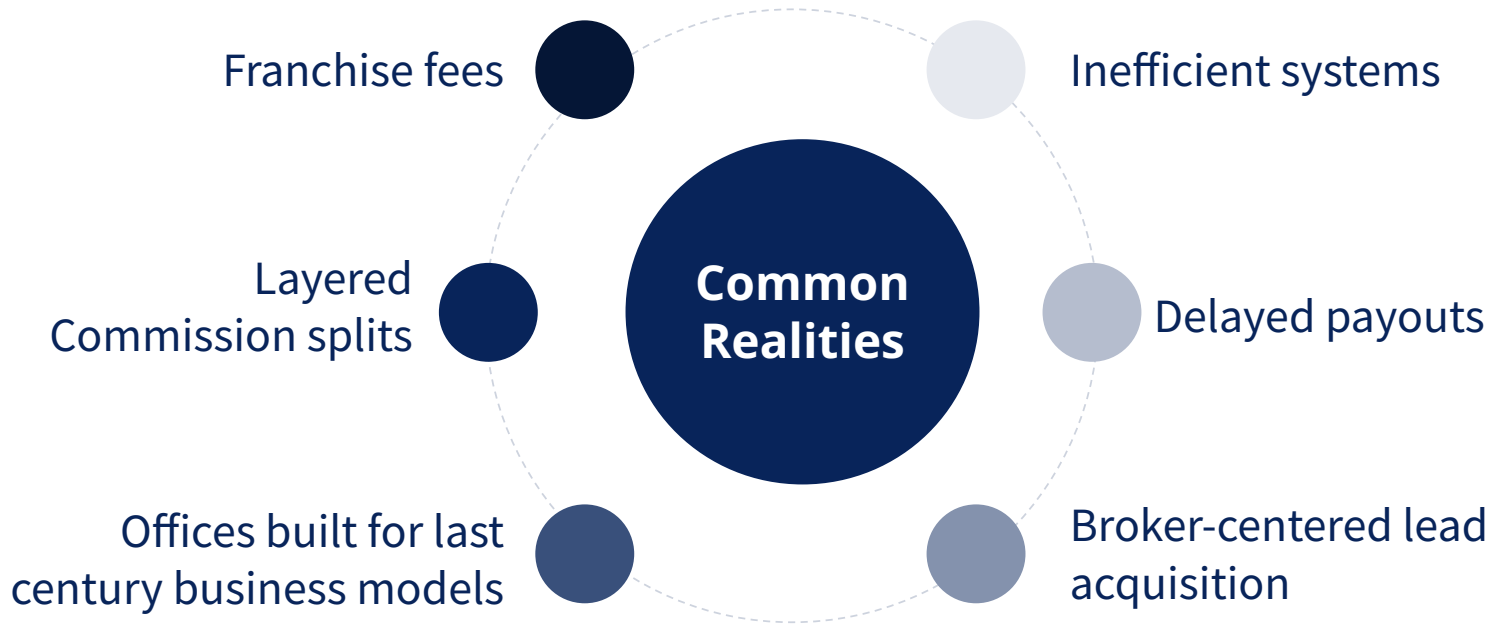
Protect their
interests

Negotiate life
changing
contracts

Provide
stability in
emotional
moments

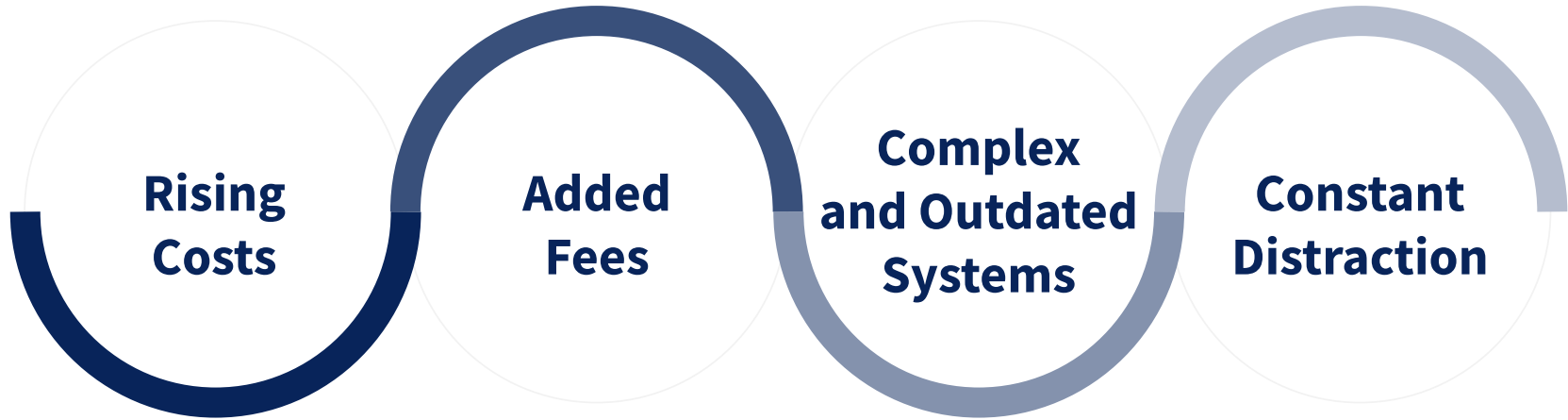
The Challenge

Brokerages Weren't **Built for Agents**



Agents *produce*. Others *prosper*.

Real Estate Didn't Get Harder. **It Got Noisier.**



Most agents aren't lacking talent. **They're buried in chaos.**



The Solution

Built By Agents. Designed For Growth.



Key Realty was founded in 2008 to give **every agent** a fighting chance at success.



Different. **By Design.**



Everything you need to
run ***your business.***

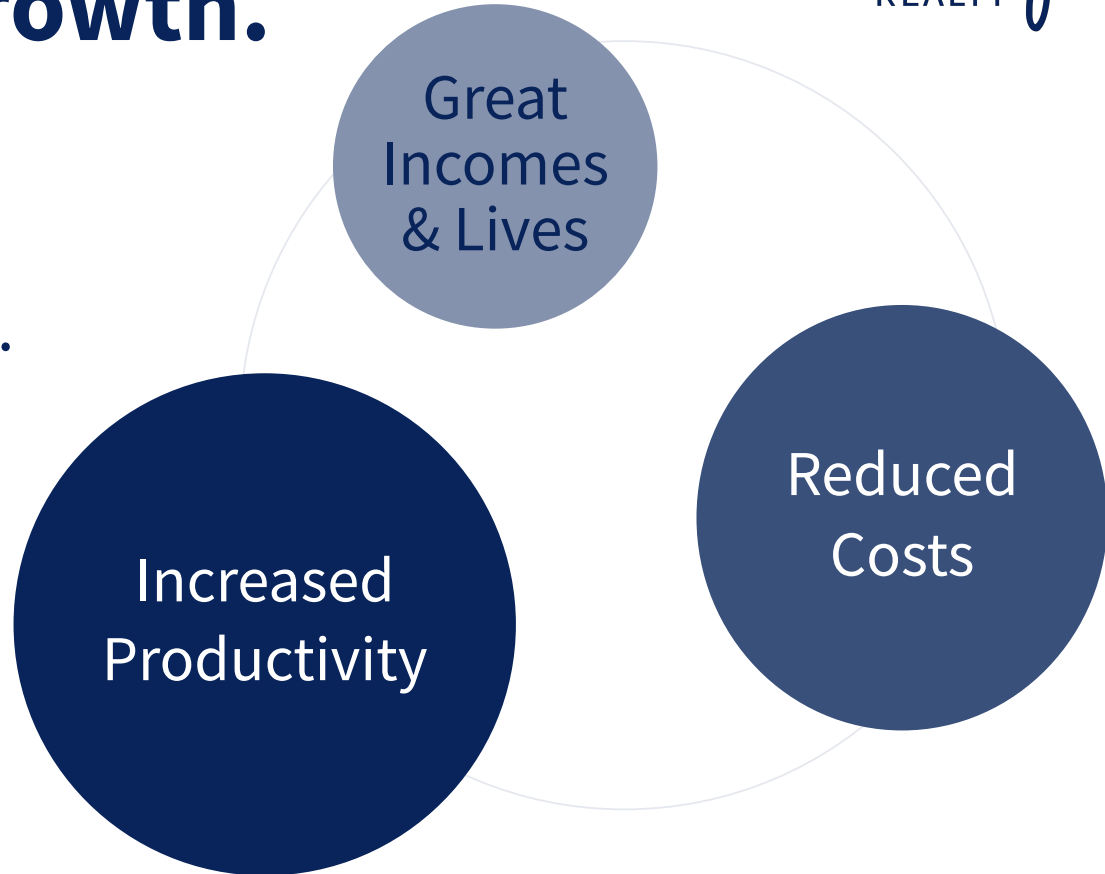
- Right-sized physical space.
- Your listing. Your lead.
- Direct call routing.
- Better agent compensation.
- Easy-to-use, powerful tech systems.
- Support and culture.

Built By Agents. **Designed For Growth.**



Key was built differently.
Intentionally.

Not to impress the industry, but to ***work for the agents.*** We help agents sell more houses and keep more of their money.





Support & Community

You Sell.
We Support.



Support built to reduce
frustration. Not create it.

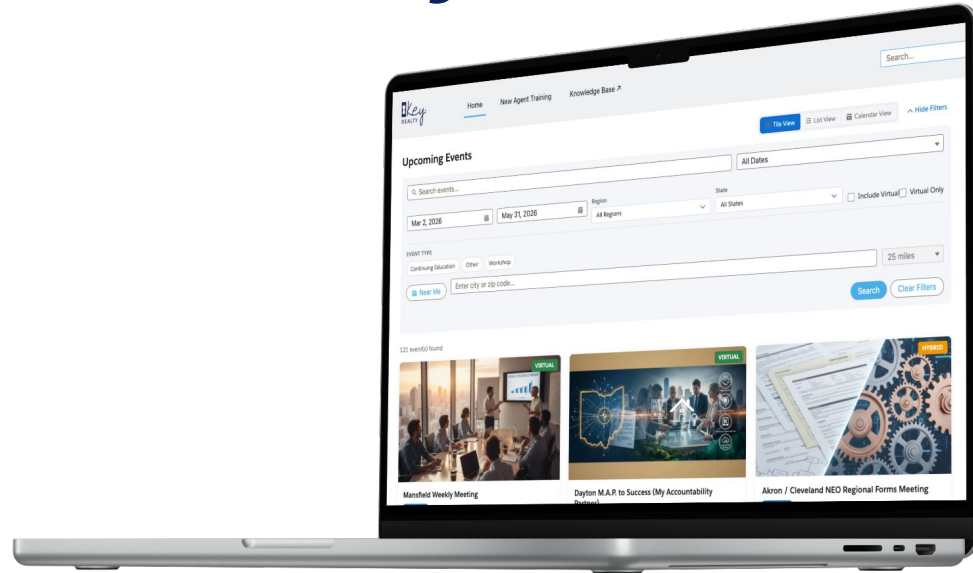


Talk to someone right now: 1-877-KEY-RLTY

Online. In-Person.
You've got a community.



Culture.
Community.
Events.



Stay connected with your fellow Key agents.

[Learn More.](#)

Opening Doors and **Changing Lives.**



Key Foundation is a standalone 501(c)(3) nonprofit dedicated to providing financial assistance, community grants, and charitable partnerships to individuals and families across the regions we serve.

We believe everyone deserves a chance to thrive.



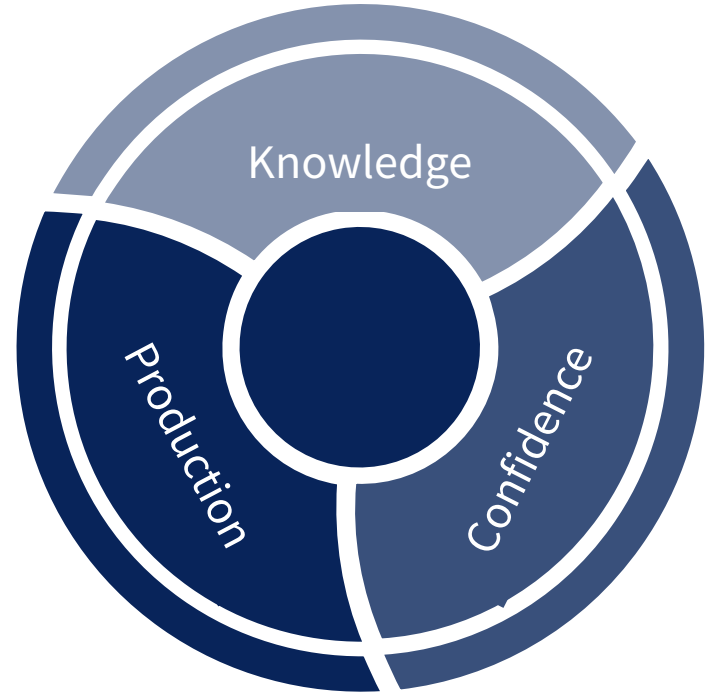


Education & Coaching

Education Built **For Production.**



Knowledge builds confidence.
Confidence builds production.



Learn What **Produces Income.**



Designed for growth,
not busywork.

- Welcome Meeting
- Mentorship
- Orientation
- Key Education Series
- Tech Training
- On-Demand Education
- Key Accelerate
- David Knox Training Library
- Real-World Scripts

Great Structure. No Pressure.



You're Not Handed a Login. *You're Given a Roadmap.*

No guessing. No chaos.
Proven systems, support, and mentorship.





Technology

Systems That **Remove Frustration.**



Technology that
simplifies your
work, not
complicates it.



Technology that
works for you —
not you for it.



Simple. Powerful.
Easy to use.

Proven Systems. **Your Growth Engine.**



Fewer obstacles between
lead and ***closing.***

- KeyWorld - Your Virtual Office
- Marketing Center
- Presentations
- DotLoop - Easy Approval Process
- Property Resource Analytics
- Social Media Done For You
- Proprietary RE Search Engine
- Personal Website Provided
- Seamless Payments
- 1-877-KEY-RLTY



The Money

Earn More. Net More. **Keep Control.**



Clear.
Transparent.
Built for Agent Success.

- 100% Commission Model
- Low Annual Cap
- No Franchise Fees
- No Monthly Fees
- No Junk Add-Ons
- \$249 Annual Renewal
- Profit-Sharing Opportunities
- Client-Paid \$299 Brokerage Fee

Bottom line: Key agents sell more houses and keep more money.

Commission Plans



\$6,600 Cap

**Choose the Plan That
Works for You**

Monthly Plan

Pay 1/12 of your annual cap on the 1st of each month

Keep 100% of your commissions all year long.

Yearly Plan

Make an annual payment for your commission cap

Keep 100% of your commissions all year long.

50/50 Plan

Split commissions 50/50 with Key Realty until you hit your annual cap, then keep 100% for the rest of your anniversary year.

\$299 Client-Paid Brokerage Fee applicable on all transactions.

[Calculate how much you could save!](#)

Low Risk. **Key Guarantee.**



You don't have to gamble to explore Key.

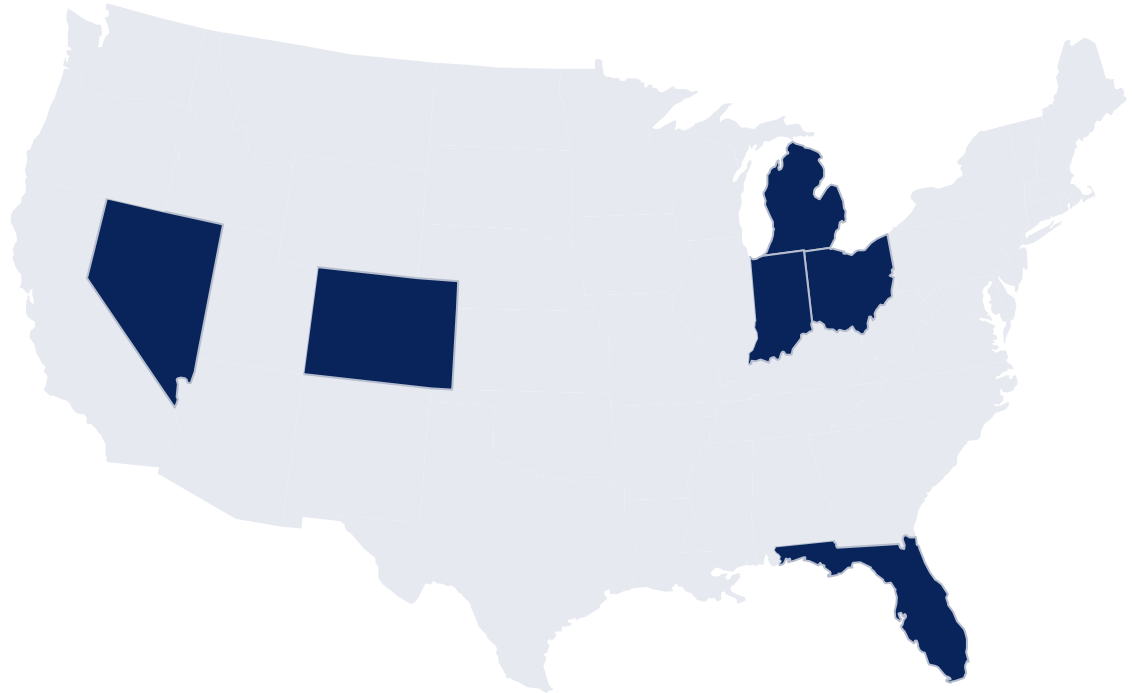
- Easy-exit agreement
- You keep your listings
- You keep your data
- No seller cancellation penalties

We don't trap agents. ***We earn long-term partnerships.***

Built for Longevity. **Built for Business.**



- 1,300+ agents
- 24+ locations
- 6 States
- \$2B+ in volume
- Privately owned
- No debt



The Math Matters. **Earn More. Net More.**



[Use our commission calculator.](#)

Run your production numbers.

See the Key Value.

Key Agents:

- Sell more houses
- Pay less to the brokerage
- Net more per deal

Lower Overhead + Stronger Margins = Higher Take-Home Pay



What Our Agents Say



“For me, real estate is personal. People trust me to guide them through the process of buying a first home, a big move, or a major life change. What I appreciate about Key is that they take that responsibility seriously and they treat agents like they matter. I can focus on guiding clients with confidence because Key is built to support our work, not get in the way of it.”

Nyle S.
Ohio





*“What surprised me most about Key was the people. They are all so supportive and genuinely community-minded. **The culture is about more than transactions.** There’s pride in helping each other and giving back. **It’s the kind of place where you can build a strong business and feel connected to something bigger.**”*

Abby S.
Ohio



“At Key, I never feel like I am left to figure things out on my own. There’s defined structure, but it doesn’t feel controlling. You get guidance, easy to use systems, and people who are invested in you. It’s all presented in a way that’s easy to understand, helps me stay consistent, and keeps me productive.”

Erin R.
Ohio





“Key’s training is practical and truly beneficial. It’s focused on what actually produces income, from effective scripts to coaching and ongoing classes that build my confidence.

***I’ve grown because there’s always a next step and someone to learn from.** When you combine Key’s education and mentorship, you build a foundation that turns into production.”*

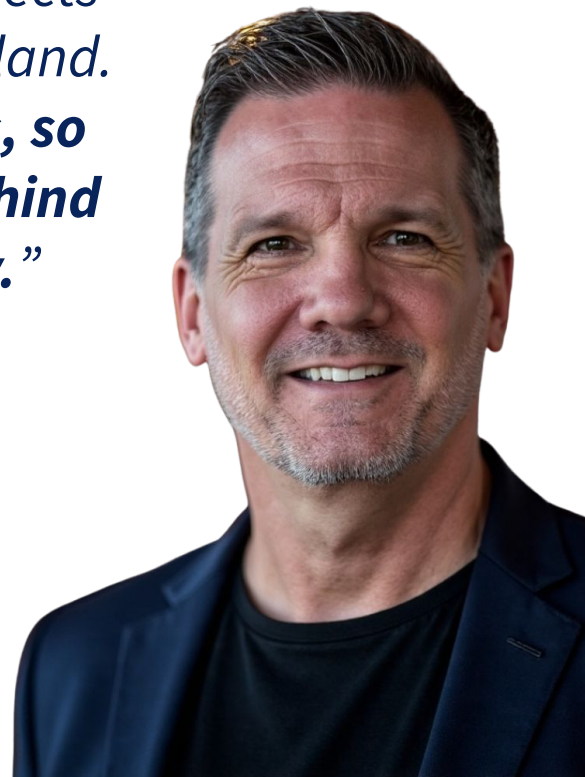
Melissa M.
Michigan





*“I like running my business how I see fit, and Key respects that. There’s a lot of freedom, but I am never on an island. **The Key model is built around the agent’s business, so you keep control while still having real support behind you, which allows me to build my business my way.**”*

Brent R.
Indiana





*“The tech at Key is designed to simplify your work, not complicate it. Everything connects in a way that removes obstacles. This all helps me spend more time serving my clients. **It feels like the systems work for me, not the other way around, and that makes a real difference in my productivity.**”*

Jay M.
Ohio

