

Feature Comparison Tracker

	kw command	BRIVITY	kvCORE PLATFORM	follow up boss	BoomTown!	CINC	CHIME
1	Make Calls (Single)	✓	✓	✓	✓	✓	✓
2	Make Calls (Bulk)	✗	✓	✗	✓	✓	✗
3	Voicemail Drop	✗	✗	✓	✗	✗	✗
4	Send Text Messages (Single)	✓	✓	✓	✓	✓	✓
5	Send Text Messages (Bulk)	✓	✗	✓	✓	✓	✓
6	Send Email (Single)	✓	✓	✓	✓	✓	✓
7	Send Email (Bulk)	✓	✓	✓	✓	✓	✓
8	Lead Capture	✓	✓	✓	✓	✓	✓
9	Track & Log Interactions (Contact/Lead)	✓	✓	✓	✓	✓	✓
10	Export Mailing Labels	✓	✓	✓	✓	✓	✓
11	Buy Gifts	✓	✓	✓	✗	✗	✗
12	Set-up Searches	✗	✗	✗	✗	✗	✗
13	Set up Showings	✓	✓	✓	✓	✓	✓
14	Run CMAs	✗	✗	✗	✗	✗	✗
15	Create Marketing Material	✗	✓	✓	✗	✗	✓
16	Create Squeeze Pages/Forced Registration	✓	✓	✗	✗	✓	✓
17	Use Marketing Material (Pre-made)	✓	✓	✓	✓	✓	✓
18	Send Direct Mail	✓	✓	✓	✗	✗	✓
19	Post to Social Media (Free)	✓	✓	✓	✗	✗	✓
20	Run Social Media Ads (Paid)	✓	✗	✓	✗	✗	✓
21	Create Follow Up Plans	✓	✓	✓	✗	✓	✓
22	Use Follow Up Plans	✓	✓	✓	✓	✓	✓
23	Manage Daily Tasks	✓	✓	✓	✓	✓	✓
24	Create Workflows & Processes	✓	✓	✓	✓	✓	✓
25	Use Workflows & Processes	✓	✓	✓	✓	✓	✓
26	Prepare Agreements	✓	✓	✗	✗	✗	✓
27	Write Contracts	✓	✗	✗	✗	✗	✓
28	Compare Offers	✓	✗	✓	✓	✗	✗
29	Submit for Compliance	✓	✗	✗	✗	✗	✗
30	Submit for Commissions	✓	✗	✗	✗	✗	✗
31	Communicate with Vendors	✓	✗	✗	✗	✗	✗
32	Register for Classes	✓	✗	✗	✗	✗	✗
33	Attend Classes/Learning (Connect/Help	✓	✓	✓	✗	✗	✓
34	Articles) Track Lead Gen Activities	✓	✓	✓	✓	✓	✓
AA-1	Create Additional User	✓	✓	✓	✓	✓	✓
AA-2	Grant permissions	✓	✓	✓	✓	✓	✓
AA-3	Delegate Tasks	✓	✓	✓	✓	✓	✓
T-1	Route Leads	✓	✓	✓	✓	✓	✓
T-2	Reporting for Agents	✓	✓	✓	✓	✓	✓
X-1	Database Visibility (MC, State, National)	✓	✓	✓	✓	✓	✓
X-2	Combined Reporting/Tracking - Lead Gen	✓	✓	✓	✓	✓	✗
X-3	Route Leads across Teams	✓	✗	✓	✓	✗	✗
X-4	Delegate Tasks across Teams	✗	✗	✓	✓	✗	✗
X-5	Grant Permissions across Teams	✗	✗	✗	✗	✗	✗
X-6	Team Marketing Templates	✗	✗	✗	✗	✗	✗
X-7	Team Campaigns	✗	✗	✗	✗	✗	✗
Monthly Cost	\$65 /person	\$349	Starting at \$85 (eXp)	\$69 /person	\$1444+	\$1633+	\$679

Feature Comparison *Highlight*

	kw command	BRIVITY	kvCORE PLATFORM	follow up boss	BoomTown!	CINC	CHIME
Make Calls (#1)	✓	✓	✓	✓	✓	✓	✓
Send Text Messages (#4)	✓	✓	✓	✓	✓	✓	✓
Send Email (#6)	✓	✓	✓	✓	✓	✓	✓
Lead Capture (#8)	✓	✓	✓	✓	✓	✓	✓
Set Up Searches (#12)	✓	✓	✗	✓	✓	✓	✓
Create Marketing Material (#15)	✓	✓	✓	✓	✓	✓	✓
Force Registration (#16)	✓	✓	✓	✗	✗	✗	✓
Send Direct Mail (#18)	✓	✗	✗	✗	✗	✗	✓
Post to Social Media (#19)	✓	✓	✓	✗	✓	✗	✗
Create Workflows and Processes (#24)	✓	✗	✓	✗	✓	✗	✗
Prepare Agreements (#26)	✓	✗	✗	✗	✗	✗	✗
Write Contracts (#27)	✓	✗	✗	✗	✗	✗	✗
Compare Offers (#28)	✓	✗	✗	✗	✗	✗	✗
Submit for Compliance (#29)	✓	✗	✗	✗	✗	✗	✗
Submit for Commissions (#30)	✓	✗	✗	✗	✗	✗	✗
Monthly Cost	\$65 /person	\$349	Starting at \$85 (eXp)	\$69 /person	\$1444+	\$1633+	\$679

Full feature comparison overleaf. The analysis contained herein is based on KWRI's review and assessment of each company's product and publicly available information as of June 2023. KWRI is not representing that the referenced companies uniformly charge the same prices to every customer or that the features and functionality of each product will align with the information contained herein, since it is possible the products may be offered to different customers at varying price points depending on factors like the sales practices of the various companies and the specific features purchased. The KW logo and Command are registered trademarks of KWRI. The logos and trademarks of the companies referenced herein are owned by each respective company and KWRI makes no claim in ownership to any such logos or trademarks.

Market Share Totals

Keller Williams Atlanta Partners

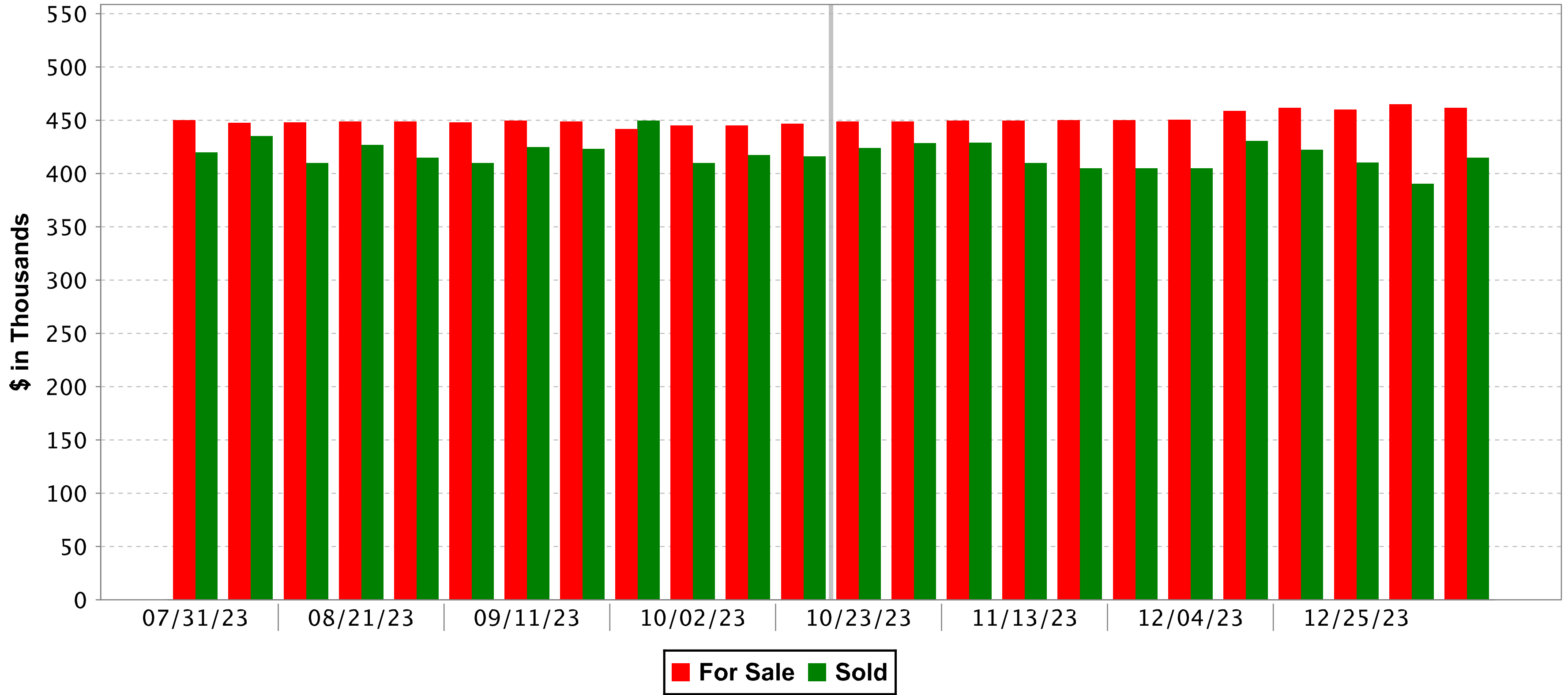
Total \$ Volume (By Broker)



MLS: FMLS Date: 01/01/2023 - 12/31/2023 Type: Broker Status: Total Sold List + Sell Pric \$300,000 - \$2,500,000 Construction Type: All Bedrooms: All Bathrooms: All
 Property Types: Residential: (Single Family Residential, Townhouse, Condominium, Other, Apartment, Office, Unimproved Land), Land: (Single Family Residence, Other, Mobile Home, Multi-Family, Duplex,...
 Counties: Gwinnett

Market Dynamics

Median Price (FS, Sold)
Last 6 Months (Weekly) 07/31/23 - 01/14/24



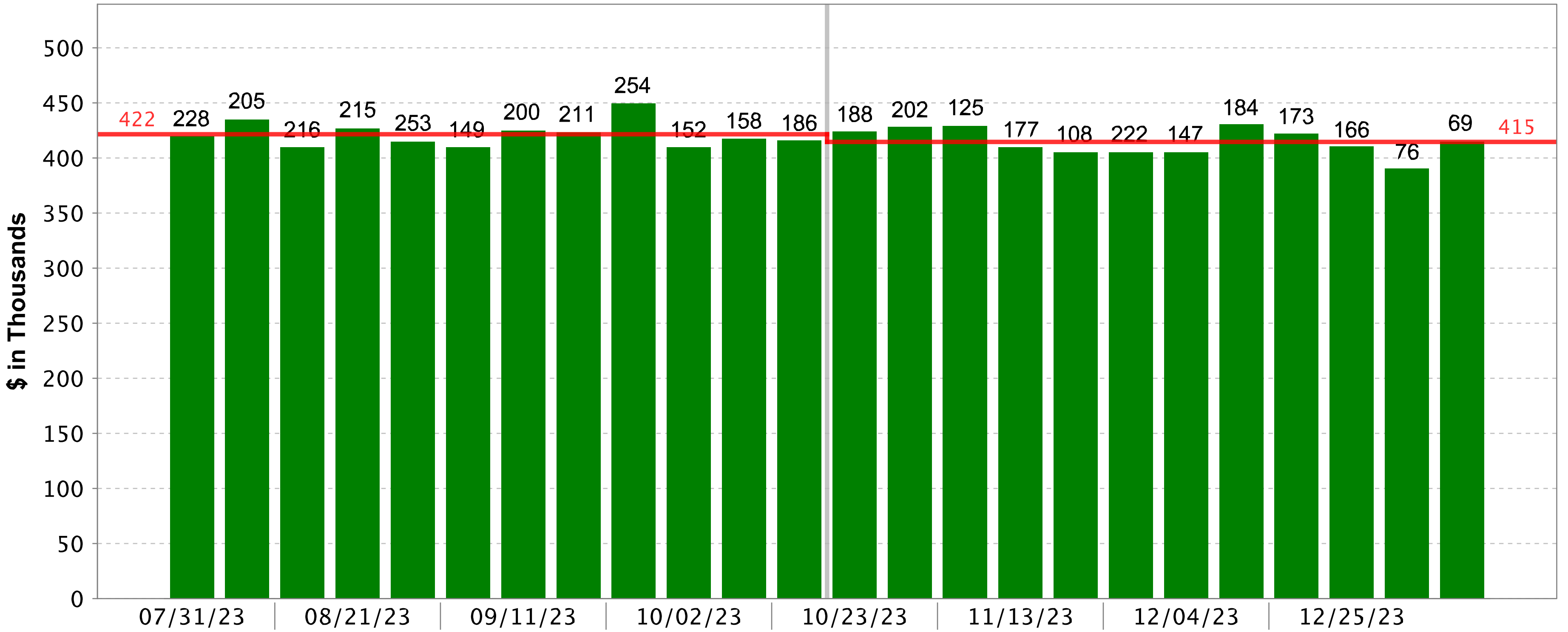
■ For Sale ■ Sold

KEY INFORMATION

Keller Williams Atlanta Partners

	Previous 12 Wk Avg	Last 12 Wk Avg	Change	% Change
For Sale	447,429	454,684	7,254	1.6
Sold	421,538	414,599	-6,939	-1.6





Market Dynamics

■ Sold

Median Price (Sold)
Last 6 Months (Weekly) 07/31/23 - 01/14/24

KEY INFORMATION

Keller Williams Atlanta Partners

	Previous 12 Wk Avg	Last 12 Wk Avg	Change	% Change
Sold	421,538	414,599	-6,939	-1.6





Market Of The Moment

January 2024

Explaining The Market

Most Agents KNOW what's happening.

Good agents UNDERSTAND what's happening

Great agents CAN EXPLAIN what's happening

Gwinnett County
Stats
As of December
2023

As of December
1518
Homes For Sale

New Listings
633

Pending Sales
580

Closed Sales
703

Ms. Supply
Inventory
1.8 ms

Average Sales
Price is
\$419,990

Average Days On
Market is 23

% List Price To
Sales Price is
99.5%

2024 Is The Year of "FIVES"

"5" Will be the first
number on Mortgage
Rates By May 2024

5.5 Million Projected In
Total Home Sales

5% Will be the
Approximate Home Price
Appreciation Rate

For Every 1% reduction in
Interest Rates, 5 Million
People Nationwide qualify
to purchase a home in the
United States