

# Keller Williams Marina/L.A.:

## Empowering Agents to Achieve

“If you don’t have the drive to succeed, then Keller Williams is not the company for you,” says Team Leader, Denise Freed. It is perhaps one of the boldest statements an agent can say about their company, but as a top producer, Denise knows what it takes to grow a real estate career from zero to a multi-million dollar business. She cites the education, performance and team based culture of Keller Williams as one of the keys to taking the success of a business in real estate to the next level. A concept from Denise’s “vision statement” illustrates what it is to be a part of such a progressive company: KW Marina/L.A. empowers agents to achieve high production while being a part of a joyful culture of “accountable excellence.”

After over 20 years in the industry, Denise Freed has built a phenomenal business and is no stranger to the idea of “accountable excellence.” She shares, “This is how Keller Williams raises the standard of service to our clients and fellow agents. If it falls short of excellent, it isn’t good enough. I

am truly proud and excited to be a part of a company that shares my business philosophy.”

From her early days as an agent with the famed Jon Douglas Company to being awarded the prestigious President’s Elite designation and being Assistant Manager at Coldwell Banker, the veteran agent has earned her status as one of the strongest agents in the area. However, it wasn’t until she joined Keller Williams in 2006 that she was able to take her business to the next level. Now, as Team Leader of the KW Marina/L.A. office, she looks forward to ushering in new levels of unprecedented success. As a company that offers profit sharing to their agents, the numbers often speak for themselves. Since Denise was appointed Team Leader, the office profit share has gone up an incredible 3,251% and the GCI has gone up 46%...and counting. She shares that it is the agents at KW that truly make a difference. Quite simply put, KW is a company run by the agents for the agents – a concept that is rare in the industry.



“TEAMWORK = Together Everyone Achieves More - this is one of our belief systems that we continually incorporate in our work and personal lives,” says Rena Braud Oates, Associate Team Leader and Agent Leadership Council Member. “One step into the KW Marina/L.A. office and you feel the energy, you feel the warmth, and you feel welcomed! It’s a place where ALL Agents help one another to achieve their goals. It’s a place where there are ongoing training classes taught by the top agents in the office each week. It’s their way of giving back, and their way of helping other agents achieve. It’s TEAMWORK.”

At Keller Williams, no agent is left behind. Whether an agent has 10 days experience or 10 years experience, the legendary education and training at Keller Williams paired with the desire to achieve virtually guarantees success. Each agent can grow their business by 50% annually and be even more equipped to service their clients than ever before. “We teach agents to be successful on all levels and to work smarter, not harder and how to treat their business *like* a business,” says Denise. “Agents at KW make more money and keep more money.”

As the 3<sup>rd</sup> largest real estate company in the nation, KW’s reach spans far past the residential arena.

Many commercial agents and brokers have also discovered that with KW the possibilities are endless. Robert E. Lee, MBA, CCIM, KW Marina Del Rey’s Commercial Director shares, “KW Commercial’s rapidly growing national expansion is comprised of some of the top most influential and experienced agents and brokers in the business. Many of our 600 plus growing commercial teams hold coveted designations such as CCIM, and SIOR. I personally have recruited a team of talented individuals and am benefiting greatly from the residential referrals and national resources that KW Commercial has negotiated with third party vendors. The KW culture and structure allows individuals to create, develop, grow, and establish their own individual brands. We are in the 100% commission business, and it’s comforting to know that all of our hard work is building our own personal brands, and the affiliation with KW simply strengthens our national credibility with clients.”

One of the most amazing things about KW is the fact that they are a company who is dedicated to making a difference in the communities they serve. ALC Member, Teddy Seraphine, believes this is one of the things that makes KW Marina/L.A. “the office of choice for any real estate agent.” “Being a part of the ALC and being



involved with the KW Cares program has been deeply rewarding,” comments Teddy. “Our office in the Marina has gathered food for the L.A. Food Bank, collected school and art supplies for the children at the Boys & Girls Club of Venice and brought our agents together in support of the community and each other. Denise Freed is an excellent team leader, and she puts the emphasis on “team”. She brings an atmosphere of fun to the office, and is an exceptional support for all of us.”

As the KW Marina/L.A. team leader, Denise extends an open invitation to any agents that want to be a part of a multi-layered company dedicated to empowering each individual to achieve more.



**Denise Freed, Team Leader**

**Keller Williams Realty  
Marina/L.A.**

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