

NEW KELLER WILLIAMS OFFICIAL TEXAS LICENSE PLATE
Real Estate Company's Corporate License Plate Benefits Charity



June 21, 2012 (Austin, TX) – Keller Williams Realty now has its corporate logo and URL on an official Texas license plate. It's available starting today at www.myplates.com.

A portion of the proceeds of each plate sale benefits KW Cares, a 501(c) (3) public charity created to support Keller Williams Realty associates and their families with hardship as a result of a sudden emergency.

KW Cares Chairman, Mo Anderson, says, "Associates can purchase the plate as a way to advertise their services and, at the same time, benefit a charity that is the heart of Keller Williams Realty culture in action – finding and serving the higher purpose of business through charitable giving in the Market Centers and communities where Keller Williams associates live and work."

In 2011, KW Cares granted over \$2.25 million to Keller Williams Associates and their immediate families. Victims of floods, wildfires, house fires, and hurricanes have received food, shelter, and clothing, and grants to help restore their homes and their lives. Associates faced with life altering accidents and serious medical illnesses have received financial assistance to help with co-pays and deductibles, medicines, therapies, and rehabilitation services not covered by medical insurance.

You can purchase the Keller Williams plate at www.myplates.com, starting at \$55 for a one-year, background-only design, meaning without personalization. If you want a particular message, personalization starts at \$85 for one year. The cost per year gets lower the longer term you buy. Check out the pricing chart at www.myplates.com. My Plates also offers gift cards and layaway.

Texans have bought more than 100,000 My Plates since November 2009, putting more than \$10.8M in the state general revenue fund.



My Plates Contact: Kim Miller Drummond at (512) 423-4237 or kim@myplates.com.

My Plates designs and markets new specialty license plates as a vendor for the Texas Department of Motor Vehicles. Texans have bought more than 100,000 My Plates since November 2009, putting more than \$10.8M in the state general revenue fund. My Plates' goal is to create a long-term, mutually beneficial relationship designed to maximize revenues for the state through the sale of My Plates specialty plates. My Plates is a joint venture of Etech, Inc. of Nacogdoches (www.etechnic.com <<http://www.etechnic.com/>>) and Pinnacle Technical Resources of Dallas (www.pinnacle1.com <<http://www.pinnacle1.com/>>), www.myplates.com <<http://www.myplates.com/>>.

KW Cares is a 501(c) (3) public charity created to support Keller Williams Realty associates and their families with hardship as a result of a sudden emergency. Hardship is defined as a difficult circumstance that a person or family cannot handle without outside help.

Keller Williams® Realty, Inc. is an Austin, Texas-based, real estate franchise company with more than 80,000 real estate agents, operating in approximately 690 market centers (offices) across the United States and Canada. Keller Williams Realty is currently the second-largest residential real estate company in the United States. ###