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---- **Housing Commentary** ----

[REPORTER NAME] - Good morning. Re: [INSERT NAME] report that comes out on [DAY/DATE]. I'd be happy to provide more context for our local market. Please reach out. I can be available for interviews as needed. The below comments can also be attributed to me - [FULL NAME, TITLE, COMPANY]:

"YOUR QUOTE/SHORT STATEMENT" [MAKE THE COMMENTS RELEVANT TO THE HOUSING DATA/REPORT YOU REFERENCE ABOVE.]

I'm also available to provide market/economic comments and can expand on the above housing comments below too. Please reach out as needed.

About Keller Williams [INSERT YOUR OWN BOILERPLATE ON YOUR COMPANY/TEAM/INSERT METRICS ON YOUR PRODUCTION/MARKET POSITION/AWARDS/RANKINGS AS APPLICABLE]

Austin, Texas-based Keller Williams, the world's largest real estate franchise by agent count, has more than 950 offices and 184,000 associates. The franchise is No. 1 in units and sales volume in the United States. In 2018, *Training* magazine inducted Keller Williams into its Hall of Fame of top training organizations across all industries in the world.

Since 1983, Keller Williams has grown exponentially and continues to cultivate an agent-centric, education-based, technology-driven culture

that rewards agents as stakeholders. The company also provides specialized agents in luxury homes, commercial, and land properties.

For more information, visit kw.com.

[YOUR CONTACT INFORMATION]

---- **Reporter Touch Base/Thank You/Value Add** ----

[REPORTER NAME] – I saw your article on the housing market this week. Wanted to let you know I enjoy your ongoing updates and would love to be a source from time to time. I’m a local [REAL ESTATE AGENT/BROKER]. And I am able to provide a great deal of insights related to ongoing trends as needed. Please reach out.

[ADD YOUR BOILERPLATE]

[YOUR CONTACT INFORMATION]

---- **Housing/Economy Thought Leadership** ----

[REPORTER NAME] – I read your stories on housing. Thank you for what you do for our community. As you continue to write, I’m happy to be a local source on the following topics:

- [INCLUDE YOUR OWN BULLETS/BELOW ARE EXAMPLES]
- Decreasing housing supply and the effects on buyers.
- How consumers are responding to the current market in real time.
- Why local homeowners are staying in homes longer today.
- Why buying is the better option vs. renting locally.
- Affordability in the region of homes vs. income rates.

Please reach out. Happy to discuss any of the above topics in more depth as needed.

[ADD YOUR BOILERPLATE]