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KBT Realty Group Partners with Innovative Real Estate Platform PLACE™ to Expand Real Estate Services

[Wilmington NC, June 28 2023] — KBT Realty Group - Keller Williams INNOVATE, a top-performing Keller Williams® real estate team specializing in residential and commercial properties in the Cape Fear region, is thrilled to announce that it is now powered by PLACE™, an innovative all-in-one business services and technology platform for top teams at any brokerage. This collaboration will improve profitability and production, while taking the management of a real estate team to a new level for KBT Realty Group co-owners Kirk Pugh and Becky Brown.

Founded in 2015, KBT Realty Group has established itself as a high-performing team with more than 100 years of collective experience in the Wilmington area, closing \$82 million in sales volume and helping 240 families buy and sell real estate in 2022. KBT joined PLACE, Inc. as a founding shareholder in January 2023.

“By joining forces with PLACE, we aim to streamline our client-centric services and provide our agents and administrative staff with limitless training and best-in-industry growth models,” says Becky Brown, Broker/Realtor®. “Our agents have been embracing the tools provided by PLACE. Zach Byrum and Domino Nazarian recently graduated from Agent Launch - a three month program. Teri Moylan, has earned the Brivity Web Lead Certification.”

As a real estate team powered by PLACE, KBT Realty Group has access to PLACE's expansive national network of top-performing teams, as well as data-driven insights, market intelligence, and economies of scale. This collaboration enables KBT Realty Group to elevate skills, gain production independence, and offer truly unique agent benefits through PLACE, including health benefits, revenue share, growth share, and vesting.

“It is heartening to see new PLACE partners so invested in serving their team members’ goals and success,” says Chris Suarez, co-founder of PLACE. “Becky and Kirk have had a powerful vision and mindset centered on helping others grow their lives in wealth building and success.”

“We have done our homework and talked to enough people around the country that have success and good trajectory after becoming PLACE Partners,” Kirk Pugh affirms. “Six months in, it has been a lot of work to adopt PLACE technology and integrate their immense suite of services, but I can sincerely say we are already reaping the benefits of being ‘powered by PLACE.’ We are looking forward to growing our success as PLACE Partners.”

About KBT Realty Group: KBT Realty Group - Keller Williams INNOVATE is a top-performing real estate team in Wilmington North Carolina and is affiliated with KELLER WILLIAMS® – the #1 Real Estate Company in the world. KBT Realty Group brokers assist buyers and sellers in New Hanover, Brunswick, Pender and Onslow counties.

About PLACE™: PLACE, located in Bellingham WA, is the industry's only brokerage agnostic, all-in-one real estate platform providing technology and services to the top 1% of real estate agents focused on delivering unparalleled consumer experiences. PLACE is a member of the National Association of Realtors' 2022 REACH technology growth program, which is operated by Second Century Ventures. The 2022 REACH program includes 17 companies that represent a valuation of \$1.4 billion and have raised more than \$200 million in funding. Last fall, PLACE announced a Series A funding round of \$100 million, led by the growth equity business within Goldman Sachs Asset Management and participation from 3L Capital. PLACE is currently valued at more than \$1 billion.

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