

PRESS RELEASE



ATLANTA, Georgia; September 23, 2022 – KeyPleaz®, a leading real estate technology company dedicated to transforming the property showing process, announced today that **Kevin L. Palmer** has been named as Chief Executive Officer and Principal. KeyPleaz® is an innovative app that improves the effectiveness and efficiency of potential real estate transactions by connecting busy real estate agents with available agents.



Kevin Palmer was previously the CEO & Founder of **PalmerHouse Properties**, one of the nation’s fastest-growing real estate brokerages.

Kevin founded PalmerHouse Properties in 2006 and sold the brokerage in 2021 to Phoenix, AZ based HomeSmart International, the nation’s 7th largest real estate brokerage. At the time of the sale, PalmerHouse Properties was the 6th largest brokerage firm in the Atlanta market with over \$3.10 Billion in Sales and 2,250 real estate agents and brokers across 22 offices in Georgia, Florida, North Carolina, Tennessee, Missouri and Alaska.

Prior to founding PalmerHouse Properties, Palmer was involved in the start-up of a financial services company that was later sold to AEGON USA, an international financial services group. Aegon is headquartered in The Hague, Netherlands, and is listed on Euronext Amsterdam Exchange and the New York Stock Exchange.

“Kevin is the right leader for KeyPleaz®,” said **Pam Griffith**, KeyPleaz® Co-Founder and Principal. “Kevin’s extensive real estate background and financial services experience will allow KeyPleaz® to expand into key markets nationwide.”

“We believe Kevin’s strong leadership experience will help guide KeyPleaz® to becoming one of the most important resources in the real estate agent’s toolbox.” said **Cathy Horgan**, KeyPleaz® Co-Founder and Principal. “Once integrated into an agent’s business, KeyPleaz® allows agents -- and the brokerage -- to better serve their clients and promote the growth of less tenured agents.”

“I am both honored and excited to be joining the KeyPleaz® team,” said Kevin Palmer. “When Pam and Cathy first pitched the idea of KeyPleaz® in the fall of 2019 – even before the technology was fully developed – I knew this could be a tremendous resource for agents and brokerages. I was so convinced, that I agreed to offer the PalmerHouse Properties 2,000+ agent base to beta test KeyPleaz. The results were significant and impressive. Kevin added “As the real estate industry continues to evolve through restructuring, consolidation and technology migrations, I believe that KeyPleaz® is well-positioned to provide a valuable resource to agents - allowing them to be more effective, efficient and productive.”

In 2022, KeyPleaz® is already supporting over 40,000 real estate professionals nationwide - permitting them to focus on the needs of their clients, while aiding brokerages in developing showing opportunities for their agent base.

About KeyPleaz®

KeyPleaz® works to leverage the power of an entire brokerage, making all real estate agents more successful. Whether you're a busy real estate agent with an overwhelming schedule in need of a helping hand or an agent who would like to make some extra money as well as gain valuable experience, KeyPleaz® is for you! KeyPleaz is an on-demand tool that satisfies today's buyer and their need to efficiently see properties. Today's KeyPleaz® App connects agents to facilitate home showings, open houses, and related real estate activities.

For more information about KeyPleaz, please visit <https://www.keypleaz.com/> or contact the leadership team:

Pam Griffith 404-395-1031

pam@keypleaz.com

Cathy Horgan 678-427-0138

cathy@keypleaz.com

Source: KeyPleaz, LLC