



Keller Williams Realty

Locations: Texas (HQ)
Industries: Real Estate

RISK LEVEL:



Medium Risk

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DESCRIPTION:

Keller Williams is Medium Risk. The company often yields to political activism in shaping corporate governance, potentially alienating consumers, dividing employees, and harming shareholders. The company implements race and identity-based policies that replace merit, excellence, and integrity with preferential treatment and outcomes. Keller Williams occasionally embraces corporate initiatives that redirect its central focus from business goals to partisan policies and divisive issues at times. This approach fails to safeguard free exercise, free speech, and free enterprise.

Corporate Weaponization

Has canceled customers, suppliers, or vendors due to their political views or religious beliefs OR corporately boycotts, divests, or sanctions regions, people groups, or industries. Lower Risk

Keller Williams has not publicly canceled customers, suppliers, or vendors based on political views or religious beliefs (1).

Charitable giving (including employee matching programs) policies or practices discriminate against charitable organizations based on views or religious beliefs. Lower Risk

Keller Williams does not appear to discriminate against charitable organizations based on views or beliefs (1).

Employment policies fail to protect against viewpoint or other discrimination and/or are ideological in nature. High Risk

Keller Williams offers "unconscious bias" trainings for employees (1). The company does not provide viewpoint protections for its employees (2).

Corporate Governance and Public Policy

Uses corporate reputation to support causes, organizations, or policies hostile to freedom of expression. Medium Risk

Keller Williams signed an open letter endorsing the Equality Act, a contentious proposal to amend the 1964 Civil Rights Act by adding sexual orientation and so-called gender identity as protected categories. The legislation would, among other implications, grant biological men access to women-only spaces such as sports teams and public restrooms, and compel healthcare providers to deliver sex-denying healthcare (1).

Uses corporate funds to advance ideological causes, organizations, or policies hostile to freedom of expression. High Risk

Keller Williams sponsors the LGBTQ+ Real Estate Alliance, which advocates for the Equality Act, sponsors Pride Events, and has called on the REALTOR® Political Action Committee and National Association of REALTORS® "to cease funding those who support anti-LGBTQ+ legislation" (1). The company is a Corporate Member of the Mid-America LGBT Chamber of Commerce (2)(3). Otherwise, there are no publicly known cases of the company using corporate funds to advance ideological causes, organizations, or policies (4).

Uses corporate political actions and/or financial contributions for ideological, non-business purposes. N/A

Keller Williams does not operate a PAC or engage in lobbying at this time (1)(2)(3).

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