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My Realty Story, LLC Joins Weichert® National Franchise Network **Weichert® increases Southeast presence with addition of new Florida office**

CAPE CORAL, Fla. / Jan. 15, 2018 – Weichert Real Estate Affiliates, Inc. is pleased to announce that My Realty Story, LLC in Cape Coral has joined their national franchise system. The new office, now known as Weichert, Realtors® - Gulf Coast Group, is an independently owned and operated Weichert® affiliate run by the company's broker/co-owner, Travis DeCere.

The addition of the Weichert, Realtors® - Gulf Coast Group also continues the brand's expansion throughout Florida, which is now home to 47 Weichert affiliate offices.

"We're extremely excited about joining Weichert and taking advantage of everything the brand can offer to help grow our office and enhance the quality service we provide our clients," said Travis, who co-owns the Cape Coral real estate agency with his wife, Kimberly DeCere. "Making the decision to franchise requires a leap of faith, of sorts, but we believe in what Weichert brings to the table. It's going to be a great fit for us."



Travis DeCere

Travis and Kimberly made the decision to franchise after meeting with the Weichert leadership team in Morris Plains, New Jersey. They saw tremendous value in joining a national brand like Weichert and the support they provide their affiliated owners, brokers and agents.



Kimberly DeCere

The couple also spoke with several Weichert affiliated broker/owners to get their take on franchising with Weichert.

"We received such good feedback when speaking with other Weichert broker/owners," said Kimberly. "They raved about the Weichert culture and resources, as well as the autonomy that comes with being a Weichert franchise."

Weichert Real Estate Affiliates, Inc. President and COO Bill Scavone was pleased to welcome the newest Florida affiliate. "I am thrilled to welcome our new friends at Weichert, Realtors® - Gulf Coast Group and their clients to the Weichert family. Their office has a reputation for great customer service and they are highly regarded in the Cape Coral area. The office also shares our client-first philosophy and is rooted in the region it serves."

Weichert, Realtors® - Gulf Coast Group serves Lee, Charlotte and Collier counties.

For more information about Weichert, Realtors® - Gulf Coast Group, located at 601 Del Prado Boulevard N., Suite 8, in Cape Coral, contact Travis DeCere at 239-800-3054 or visit www.myrealtystory.com.

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About Weichert Real Estate Affiliates, Inc.: Weichert Real Estate Affiliates, Inc. has grown steadily since Jim Weichert, president, chairman and CEO of Weichert Companies, launched the company's franchise division in 2001. The affiliate division was created to offer a business model for franchisee ownership candidates described as "a clearly defined operating system for marketing and managing a real estate business." Weichert Real Estate Affiliates, Inc. announced its first affiliate in 2002, was ranked as one of the top traditional residential real estate franchises in *Entrepreneur's* 2018 Franchise 500 and was identified in 2018 by *Franchise Business Review* as one of the top U.S. franchises for owner satisfaction. Weichert Real Estate Affiliates, Inc. has offices serving over 300 markets in 39 states. For more information about Weichert, visit Weichert.com or for information on franchise opportunities visit WeichertFranchise.com.

Each Weichert® franchised office is independently owned and operated.