



FOR IMMEDIATE RELEASE

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Ashland Real Estate Agency Joins Weichert® National Franchise Network **WEICHERT, REALTORS® - Home Run Realty Becomes Newest Virginia Affiliate**

ASHLAND, Va. / July 24, 2017 – Weichert Real Estate Affiliates, Inc. is pleased to welcome an Ashland realty firm that prides itself on the high-quality service provided by its agents. The addition of WEICHERT, REALTORS® - Home Run Realty continues the expansion of the Weichert franchise footprint throughout the Southeast.

The newest Virginia affiliate, formerly known as Home Run Realty, is led by Emma Lee Mitchell, the company's owner, and Charlene Mitchell, a licensed broker. The real estate duo, who are sisters-in-law, opened the Ashland agency back in 2015 and began exploring franchising a short time later as a way to grow their business.

"We met with several firms and none of them seemed like the right fit," said Emma Lee. "However, when we started talking with Weichert, a few things really caught our attention – like their ability to generate strong sales leads for their affiliates, as well as resources to recruit the best agents and assistance training them to help provide the best real estate service possible."

Charlene Mitchell believes enhancing the quality service that her agents provide will better position the company for long-term success.

"The service that we are able to provide as a team brings our clients back to us," said Charlene Mitchell. "Our strategy is not to push a home on a client they won't like. The real reward is helping our clients find their dream home. Doing that, in turn, helps you build lasting relationships with your clients. Joining the Weichert brand will lead to many more lasting relationships."

Weichert Real Estate Affiliates, Inc. President and COO Bill Scavone was pleased to welcome the newest Virginia affiliate to the Weichert network. "I am thrilled to welcome our new friends at WEICHERT, REALTORS® - Home Run Realty and their clients to the Weichert family. Their office has a reputation for great customer service and they are highly regarded throughout Central Virginia. The office also shares our client-first philosophy and is rooted in the region it serves."

WEICHERT, REALTORS® - Home Run Realty, which is a member of the Richmond Association of REALTORS®, the Charlottesville Area Association of REALTORS®, the Virginia Association of REALTORS®, and the National Association of REALTORS®, is a full service real estate agency. The independently owned and operated Weichert affiliate serves Central Virginia and the Richmond metro area and surrounding counties, and specializes in single family homes, new construction, townhomes and condos, as well as lot and land sales.

For more information about WEICHERT, REALTORS® - Home Run Realty, located at 500 England Street in Ashland, contact Charlene Mitchell at 804-752-3503 or visit www.homerunrealtyva.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, Realtors, 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* 2017 Franchise 500 and is identified in 2017 by *Franchise Business Review* as one of the top U.S. franchises. 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



WEICHERT, REALTORS® - Home Run Realty is the newest Weichert affiliate in Virginia. Pictured (l-r) are: Jennifer Holloway, Alejandro Briganti, Renee Webb, Charlene Mitchell, Emma Lee Mitchell, Ann Lauterbach and Sherry Tingle.