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Atlanta-based Boutique Real Estate Agency Joins Weichert® National Franchise Network **Weichert, Realtors® - The Collective Becomes Newest Georgia Affiliate**

ATLANTA, Ga. / Oct 15, 2018 – Weichert Real Estate Affiliates, Inc., is pleased to announce that Muffley & Associates Real Estate, one of Atlanta's leading boutique agencies, has joined their national franchise system.

The new office, now known as Weichert, Realtors® - The Collective, is an independently owned and operated Weichert® affiliate founded by Mikel Muffley. Currently, Weichert has a network of 500 company owned and franchised offices from coast to coast. Weichert Workforce Mobility is also recognized as one of the leading global relocation companies in the world.

"We've been one of the top boutique brokerages in the Atlanta metro area for a very long time," said Muffley, who opened the highly successful boutique agency that specializes in luxury residential real estate a decade ago. "Joining the Weichert brand gives us access to industry-leading resources to compete on an even grander scale and bring more success to our clients, agents and community."

Access to a top global relocation service also influenced Muffley's decision to join the Weichert national franchise system.

"Gaining access to one of the leading global relocation companies is a game-changer for us and our clients, given the massive presence of top national and international corporations in Atlanta," added Muffley. "Companies can now turn to us, with confidence, to help relocate talent from around the world."

The Atlanta-based agency also sees tremendous value in joining a national brand built by real estate agents that is focused on exceptional customer service and industry leading systems. As part of the Weichert franchise network, the team at Weichert, Realtors® - The Collective will take advantage of ongoing training programs provided by Weichert to help them offer the best real estate service in the industry. The office will also benefit from sales leads from the Weichert call center to help grow its local market share.

"Weichert shares all the same core values that we do, which are built around the fundamentals of real estate," said Michael Topor, the managing broker at Weichert, Realtors® - The Collective. "Joining Weichert makes us a much more desired destination for agents who want to be associated with a top national brand."

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

For more information about Weichert, Realtors® - The Collective, located at 600 Virginia Avenue in Atlanta, contact Mikel Muffley at 404-273-3186 or visit TheCollectiveRE.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 37 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.