

FOR IMMEDIATE RELEASE

CONTACT:
Lernard Freeman
Weichert Real Estate Affiliates, Inc.
973-401-5578
freeman@weichertrealtors.net

Coaching and Mentoring from Judith Fernandez Helps Ramp Up Agent Production; Leads Weichert® Affiliate to Top Spot on Florida Sales Production List

WESTON, Fla. / Oct. 10, 2017 – Judith Fernandez had one goal in mind when she took over the sales manager position at the Weichert, Realtors® - Best Beach office in Weston last year: turning the office into the state's top producing Weichert® affiliate.

The road ahead would not be easy, though.

The office ranked nowhere near the top in sales production for the 41 Weichert affiliates in Florida when Fernandez joined the company in 2016. But that didn't scare her.

"I saw the potential this office had when Abraham Chehebar, the company's owner, asked me to join his team," said Fernandez, who has been the managing broker of the Weston office since January of last year. "I also believed tremendously in the Weichert brand and the resources the company provides its affiliated agents to help them succeed."



Judith Fernandez

Confident she could build up the office, Fernandez began working with her Weichert Real Estate Affiliates, Inc. business consultant, Bill Scott, to create a business strategy to maximize agent production in her office. The strategy would involve intense coaching and mentoring from Fernandez, who had spent a decade as a top producing agent at her previous job.

The business growth plan worked, and in a relatively short amount of time.

"What Judith has been able to do in 18 months' time here at the Weston office is simply amazing," said Scott, senior vice president and the regional director at the national franchise system who assists Fernandez's office with business planning and agent recruitment. "She more than doubled her office's yearly sales production during her first year and took over the top spot in August on the sales production list for all of our Florida affiliate offices."

Recruiting the best agents and giving them the necessary resources played a big part in the office's rapid turnaround, according to Fernandez, who spends a considerable amount of her time coaching and mentoring agents in her office.

"Weichert has amazing recruitment tools that allow me to take a very systematic approach to hiring the best agents in South Florida. "Weichert also has training programs to help my agents deliver the best real estate service available."

The resources provided by Weichert have helped the company's recruitment numbers sky rocket as fast as its sales production. The Weston office, as of Aug. 31, is now the No. 1 Weichert affiliate in the country for new agent recruitment.

Weichert, Realtors® - Best Beach Real Estate is an independently owned and operated Weichert® affiliate. The company has six offices serving South Florida.

More information about Weichert, Realtors® - Best Beach Real Estate can be found at www.bestbeach.net or by contacting Abraham Chehebar at 305-866-0777.

###

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* 2017 Franchise 500 and was 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.