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Fate Real Estate Joins Weichert® National Franchise Network **Weichert, Realtors® - Cooper Group Indy Becomes Newest Indiana Affiliate**

INDIANAPOLIS, Ind. / Nov. 1, 2017 – Weichert Real Estate Affiliates, Inc. is pleased to announce that Fate Real Estate, one of the top independent real estate firms in the Indianapolis metro area, has joined their national franchise system. The new office, now known as Weichert, Realtors® - Cooper Group Indy, is an independently owned and operated affiliate in Indianapolis run by Broker/Owner Ronda Cooper.

“I’m thrilled to be a part of the Weichert® national franchise system. This is a great opportunity for us,” said Cooper, who started her own real estate agency in 2013. “I still own the company I founded five years ago, but now I have an array of services from Weichert® that will be a definite game-changer for my team.”



Ronda Cooper

Despite being a top producer in Indianapolis personally, Cooper felt franchising would be an opportunity for her office to increase its local market share. Access to Weichert training programs for her agents, managers and brokers, as well as the marketing support and management and operating systems the company provides its affiliates were key components in Cooper’s decision to join the Weichert franchise family.

As part of the Weichert franchise network, Cooper’s team can take advantage of training programs provided by Weichert – starting with a three-day intensive in-office session to familiarize agents with the Weichert business approach. The Indianapolis affiliate will also be eligible to receive sales leads from the Weichert call center to help grow its local market share.

“I wanted to partner with a brand that could give us industry-leading resources and tremendous marketing support, and I found it in Weichert,” Cooper added.

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

Weichert, Realtors® - Cooper Group Indy is an independently owned and operated Weichert affiliate. The office, which serves the Indy metro area, is a member of the Metropolitan Indianapolis Board of REALTORS, Indiana Association of REALTORS and National Association of REALTORS.

For more information about Weichert, Realtors® - Cooper Group Indy, located at 816 Fort Wayne Avenue in Indianapolis, contact Ronda Cooper at 317-538-5885 or visit www.coopergroupindy.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* 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.