



Southern Realty Partners

FOR IMMEDIATE RELEASE

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

Hendersonville Real Estate Agency Joins Weichert® National Franchise Network **Addition of WEICHERT, REALTORS® - Southern Realty Partners Increases Weichert Presence in Tennessee**

HENDERSONVILLE, Tenn. / June 19, 2017 – Weichert Real Estate Affiliates, Inc. is pleased to welcome a Hendersonville real estate firm that prides itself on quality service and giving back to the community. The addition of WEICHERT, REALTORS® - Southern Realty Partners to the Weichert® national franchise network also increases the brand's footprint throughout the Southeast making it the 17th office in Tennessee.

The newest Tennessee office, formerly known as Southern Realty Partners, is an independently owned and operated Weichert affiliate led by Kelly McDaniel, the agency's principal broker/owner.

"Working in real estate allows me to constantly interact with people, which is something I love to do," said McDaniel, whose real estate career started in 1995. "Our office takes great pride in helping people find positive solutions to their real estate needs."



Kelly McDaniel

McDaniel recently began exploring ways to grow the agency he started in 2016. He met with the leadership team at Weichert Real Estate Affiliates, Inc. in Morris Plains, N.J. and was excited by the business tools and marketing support Weichert could provide to help develop staff and grow his company's local market share.

"The sales leads that Weichert can provide our office, along with the training programs for my agents, really caught my attention when I met with Weichert to discuss franchising," added the Hendersonville resident. "The growth opportunities that Weichert can offer agents is a key reason I decided to join their franchise system."

McDaniel's also hopes the growth of his agency will lead to additional opportunities to give back to the community. The office supports local non-profit organizations such as Grace Place Ministries, Full Count Ministries and several other charitable groups. McDaniel also serves in several community organizations including the city's economic development board and the Sumner Association of REALTORS Board.

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

WEICHERT, REALTORS® - Southern Realty Partners is a full service real estate agency serving Sumner, Davidson, Wilson and Robertson counties. The office is also a member of the Hendersonville Area Chamber of Commerce, as well as the Sumner Association of REALTORS, Tennessee Association of REALTORS and National Association of REALTORS.

For more information about WEICHERT, REALTORS® - Southern Realty Partners, located at 131 Maple Row Boulevard, Suite A101, contact Kelly McDaniel at 615-431-8787 or visit www.partnerwithsouthern.com.

###

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 the top traditional residential real estate franchises in *Entrepreneur's* 2017 Franchise 500 and is identified in 2017 by *Franchise Business Review* as one 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.