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JoAnne B. Steele at Weichert, Realtors® - Hallmark Properties Completes Specialized Training, Builds Expertise In Luxury Real Estate Market

NEW SMYRNA BEACH, Fla. / Nov. 28, 2018 – Weichert, Realtors® - Hallmark Properties is proud to announce that JoAnne B. Steele has successfully completed Luxury Home Marketing training offered by The Institute for Luxury Home Marketing.

Steele is a licensed real estate agent who works out of the Weichert® affiliate's New Smyrna Beach office.

"This training provided me with insight about what luxury buyers and sellers are truly looking for in a real estate professional with importance placed on knowledge of the market area as well as competency in the sales process and negotiating skills," said Steele. "It also introduced me to new marketing techniques, and provided valuable networking contacts with other agents who specialize in luxury properties."

The completion of this focused training also provides Steel with membership into The Institute, which connects them to exclusive resources and benefits that can be used to successfully market luxury residential listings and find qualified buyers for high-end properties in the New Smyrna Beach area.



JoAnne B. Steele

"We are extremely proud of JoAnne for completing this rigorous training," said Steven Pilchick, the broker/owner of Weichert, Realtors® - Hallmark Properties. "JoAnne's clients can rest assured knowing they have a highly qualified, and knowledgeable, luxury property specialist that can assist them with their very distinct real estate needs."

In addition to completing the prestigious Luxury Home Marketing training, Steele was awarded membership into the Million Dollar Guild for meeting multi-million dollar sales performance requirements. She also has an Accredited Buyers Representative designation and Home Staging Specialist accreditation.

Steele has worked in real estate since 2005 and specializes in residential sales. She is also an active member in both the New Smyrna Beach Board of Realtors and the Board of Realtors of the Palm Beaches and Greater Ft Lauderdale.

The Institute for Luxury Home Marketing is the premier independent authority in training and designation for real estate agents working in the luxury residential market.

Weichert, Realtors® - Hallmark Properties is an independently owned and operated Weichert® affiliate. The company has 20 offices serving Central and East Coast Florida.

For more information about the Weichert, Realtors® - Hallmark Properties Ormond Beach office, located at 404 South Atlantic Avenue, call 800-409-7368 or visit www.weicherthallmark.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.