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## **Lakepoint Realty Joins Weichert® National Franchise Network** **Weichert, Realtors® - Lakepoint becomes newest Wisconsin affiliate**

MADISON, Wis. / Sept. 21, 2020 – Weichert Real Estate Affiliates, Inc. is pleased to welcome a new franchisee in Madison, Wisconsin that prides itself on its service to the community.

Weichert, Realtors® - Lakepoint, formerly known as Lakepoint Realty, is run by the company's broker/owner, Robert Grether and his wife, Emily Ruzicka, who serves as the Director of Operations. The couple saw tremendous value in affiliating with a brand like Weichert® and the services, support and tools it would allow them to provide their agents and clients.

"We've always felt happy as an independent business, but when we found Weichert and saw what they had to offer us to better service our agents and clients, we really felt like it was a good move to make," commented Grether.

Grether and Ruzicka were also attracted to the Weichert core values and family-run company roots. "We felt like Weichert's mission and goals were a good match with ours. We were impressed with their level of integrity," added Ruzicka.



**Emily Ruzicka (left) and Robert Grether (right)**

The couple looks forward to implementing the various systems and tool that Weichert offers for running a successful real estate company. "We didn't have the systems that we really needed to support our agents and offer our clients, especially in the way of technology. Now we are better positioned to support our agents' growth and success," stated Ruzicka.

Lakepoint Realty has been in business for 25 years. Grether has been in the real estate business for nearly 10 years, starting as an agent with another company. He then came to Lakepoint Realty to develop business in the Madison area and eventually took over the company when the original owner retired 8 years ago. The couple looks forward to growing the company beyond their neighborhood and continuing to provide the best services to help clients fulfill their dreams as well.

Grether and Ruzicka recently moved the company to a new location on Atwood Avenue and are very excited for their business to be in the heart of such a vibrant area. "Emily was born here. We live in the Atwood neighborhood and have had our sights set on moving our business here for some time," stated Grether. "It has such great energy, along with lots of other small, local businesses and pedestrian traffic. We look forward to our real estate business being an integral part of the community here."

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

Weichert, Realtors® - Lakepoint is an independently owned and operated Weichert affiliate. The company serves Madison, Dane County and the surrounding areas.

For more information about Weichert, Realtors® - Lakepoint, located at 2045 Atwood Ave. in Madison, contact Emily Ruzicka at 608-721-8002. Additional information is also available by visiting [weichert-lakepoint.com](http://weichert-lakepoint.com).

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Real Estate Affiliates, Inc. has offices serving over 350 markets in 41 states. For more information about Weichert, visit [Weichert.com](http://Weichert.com) or for information on franchise opportunities visit [WeichertFranchise.com](http://WeichertFranchise.com).

*Each Weichert® franchised office is independently owned and operated.*