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Lexington Real Estate Agency Joins Weichert® National Franchise Network **Weichert, Realtors® - Caughman Company Becomes Newest South Carolina Affiliate**

LEXINGTON, S.C. / Feb. 12, 2018 – Weichert Real Estate Affiliates, Inc. is pleased to announce that Caughman Realty in Lexington has joined their national franchise system. The new office, now known as Weichert, Realtors® - Caughman Company, is an independently owned and operated Weichert® affiliate run by Broker-in-Charge/Co-Owner Charles Caughman.

“We’re excited to be joining a brand like Weichert as a member of its national franchise network,” said Caughman, who opened the Lexington real estate office with his wife, Mary, in 2014. “The way Weichert started is very similar to our story, and our culture matches theirs. We can’t wait to use the resources provided by Weichert to grow our company.”

As part of the Weichert franchise network, agents at Weichert, Realtors® - Caughman Company can take advantage of training programs provided by Weichert to help agents offer the best real estate service in the industry. The office will also be eligible to receive sales leads from the Weichert call center to help grow its local market share.

Access to industry-leading resources provided by Weichert heavily influenced the Caughman’s decision to affiliate with the national brand, according to the company’s other co-owner, Mary Caughman.

“Staying on the cutting-edge of technology used in real estate can be cost-prohibitive for an independent office like ours,” said Mary Caughman. “Tapping into what Weichert has to offer gives our agents everything they need to provide the best real estate service in the area.”

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

Weichert, Realtors® - Caughman Company serves The Midlands and surrounding areas. The office is also a member of the Central Carolina REALTORS Association.

For more information about Weichert, Realtors® - Caughman Company, located at 120 Ellis Avenue #C in Lexington, contact Charles Caughman at 803-622-6171 or visit www.caughmanrealty.com.

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Charles Caughman



Mary Caughman

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 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.