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Local Realtors Excited To Turn North Star State Into A Sea Of Yellow **Minnesota Weichert[®] Affiliates To Host Semi-Annual “Yellow Out”**

FARIBAULT, Minn. / Sept. 13, 2019 — It’s back. It’s bigger. And there’s more yellow than ever.

The semi-annual “Yellow Out” open house weekend, hosted by Weichert[®] affiliated offices across the state, returns to Minnesota on October 5.

“Our first-ever ‘Yellow Out’ open house weekend last spring was such a huge success we knew we had to do it again this fall,” said Jake Piller, the broker/owner of Weichert, Realtors[®] - Heartland in Faribault. “Buyers had a ton of fun looking for their dream homes and our clients loved all the attention that our ‘Yellow Out’ weekend generated for their listed properties.”

Weichert franchise offices throughout Minnesota will participate in the “Yellow Out” weekend, which also aims to make a big splash on social media.

The weekend’s theme is a play on a tradition found at college football games, which also features some exciting Big 10 conference match-ups the same weekend.

“A big thing in college sports – especially here in Minnesota – is getting fans to wear Minnesota Gopher maroon and gold to a game to create a frenzied atmosphere inside a stadium or arena,” said Mark LaQua, the broker/owner Weichert, Realtors[®] - Advantage, located in Woodbury and Wayzata. “This is our way of getting folks excited for the fall real estate season.”

The “Yellow Out” team will be just as excited to go into neighborhoods and communities throughout Minnesota to represent their sellers and connect them with as many interested homebuyers during this colorful weekend.

For more information about Weichert or to find property listings in Minnesota, visit weichert.com.



Front yards across Minnesota will be covered with eye-catching signs when the semi-annual Yellow Out open house weekend hosted by the state’s Weichert affiliated offices returns Oct. 5.

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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* 2019 Franchise 500 and was identified in 2019 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.