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## On The Mark Management, LLC Joins Weichert® National Franchise Network Weichert, Realtors® - On The Mark Becomes Newest Connecticut Affiliate

MILFORD, Conn. / Jan. 3, 2019 – Weichert Real Estate Affiliates, Inc. is pleased to announce that On The Mark Management, LLC in Milford has joined their national franchise system.

The new office, now known as Weichert, Realtors® - On The Mark, is an independently owned and operated Weichert® affiliate run by Broker/Owner Mark Liberman.

“I’m very excited to be a part of the Weichert national brand and everything it represents – including the best-in-class resources that are available to help grow my business,” said Liberman, who opened the Milford-based company in 2010 with his wife, Dena Liberman.



Mike Liberman

Liberman’s decision to join a national franchise system was also driven by the host of resources Weichert provides its affiliated agents.

As part of the Weichert franchise network, Liberman’s team can take advantage of training programs provided by Weichert to help them 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.

“The online technology provided by Weichert will definitely take our office to the next level,” added Liberman. “They also have a slew of marketing materials and training programs to help my agents accelerate their careers and achieve greater levels of real estate success.”

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

Weichert, Realtors® - On The Mark is a full-service real estate company. The office serves New Haven County as well as the coastal line area.

For more information about Weichert, Realtors® - On The Mark, located at 47 Cherry Street in Milford, contact Mark Liberman at 203-283-1422 or visit [onthemarkgmt.com](http://onthemarkgmt.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 38 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.*