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### **Open Houses Now Balloon-Free** **Weichert, Realtors® - Southern Coast Finds Way To Help The Environment**

MYRTLE BEACH, S.C. / April 17, 2019 — There's no shortage of great things to see or do this spring in Myrtle Beach. Just look around.

Trees and flowers are starting to bloom. The boardwalk and beach are jammed packed. And those yellow Weichert® open house lawn signs are popping up everywhere.

But the balloons traditionally used with them won't be there this Spring. Weichert, Realtors® - Southern Coast has announced it will no longer use balloons with its Open House signage.

"We are committed to doing whatever we can to protect the diverse marine wildlife and landscape here in the Myrtle Beach area. That's why we use alternate options to express ourselves and bring attention to our signs than traditional balloons," said Monica Riga, the broker-in-charge at Weichert, Realtors® - Southern Coast.

Balloons, if accidentally released, can pose a risk to wildlife when mistaken for food and eaten by animals, according to the U.S. Environmental Protection Agency.

The Weichert affiliate's President and CEO, Scott Jackson, believes not using balloons with his company's open house signs is a small, yet impactful, way to help the environment and the community they serve.

"Outdoor activities is what makes living and vacationing in Myrtle Beach so great, and why we're so committed to keeping them clean," said Jackson. "Ditching the balloons is simply a win for the environment."

Weichert, Realtors® - Southern Coast, with offices in Myrtle Beach, North Myrtle Beach and Surfside Beach, is an independently owned and operated Weichert affiliate. The office serves the greater Myrtle Beach area.

For more information about Weichert, Realtors® - Southern Coast, contact Monica Riga at 843-280-4445 or visit [weichertcarolina.com](http://weichertcarolina.com).

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Pictured is Realtor Kinsey Mayberry next to a directional lawn sign to an open house event hosted by Weichert, Realtors® - Southern Coast.

**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 350 markets in 38 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.*