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### **Palm Realty Group of Moncks Corner Joins Weichert® Franchise Network Becomes 18th Weichert affiliated office in South Carolina**

Moncks Corner, S.C. / July 13, 2020 – Weichert Real Estate Affiliates, Inc. is pleased to announce that Palm Realty Group, located in Moncks Corner, has joined its national franchise network. The real estate brokerage, which will now be known as Weichert, Realtors® - Palm Realty Group, is well-established in the area and already has a great reputation for customer service.

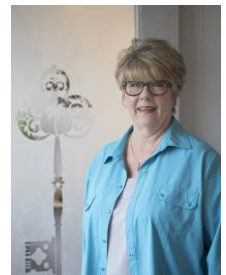
Weichert, Realtors® - Palm Realty Group is run by the company owner, Cheri Smoak and daughter, Kristen Conley, who is the Broker In Charge. It is the 18<sup>th</sup> Weichert franchised office in the state of South Carolina. Smoak and Conley saw tremendous opportunity in affiliating with a brand like Weichert® to help grow their already successful brokerage and make it a destination for talented agents. “We were looking for ways to grow the business,” stated Conley. “Investing in a Weichert franchise made sense with what we were looking for, and they offered the resources agents need to succeed.”

Smoak and Conley started Palm Realty Group in 2008 as a natural extension to their established mortgage company. Previously, they had worked as agents for another well-known brand in the area and knew that one day they wanted to own their own brokerage. While they have enjoyed success over the past decade, they were looking for ways to grow their business and better compete with other brokerage models in the area. “We already do a great job of servicing our clients,” commented Conley. “However, one of the biggest challenges for a smaller boutique company in today’s industry is finding an affordable way to keep up to date with the tech, training and resources needed to run a successful real estate brokerage. I’ve curated those things from various resources in the past, but having everything we need in one place will be a game changer for us.”

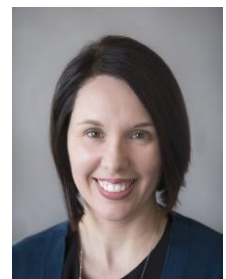
Conley has been a highly successful agent herself, earning a place in the top 8% of Charleston’s agents in 2016 and 2019. However, she’s ready to move on to the next chapter. She looks forward to not only better serving the company’s clients through their Weichert affiliation, but also sharing her expertise with other agents. “Providing for agents is important. I know agents working for other companies today are not getting what they need personally to be able to grow their business wisely,” noted Conley. “I am excited to help the agents we have become more successful and attract new agents and help them grow. Being backed by the Weichert brand is going to help with that.”

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® - Palm Realty Group and their clients to the Weichert family. Their company has a reputation for great customer service, and they are highly regarded in Charleston/Trident area. The company also shares our client-first philosophy and is rooted in the region it serves.”

The family-owned, Weichert, Realtors® - Palm Realty Group currently has a team of 8 agents serving the Lowcountry area. The company specializes in residential and commercial real estate, property management and are owners of Palmetto Mortgage of SC, LLC. Smoak and Conley have their sights set on doubling or tripling their agent count in the next year or two and being able to expand to a second office within the next several years. The company currently services Charleston, Dorchester, Berkeley and Williamsburg counties and the surrounding areas. Weichert, Realtors® - Palm Realty Group is an independently owned and operated Weichert affiliate.



**Cheri Smoak**



**Kristen Conley**

Smoak and Conley currently live in Bonneau. Both Smoak and Conley are heavily involved with the community, from running the local booster club, to participation in The Answer Place Ministries, fire department board, community center and local crime watch group, not to mention running their own non-profit group called Gifts of Love, which provides Christmas gifts to underprivileged children in the area.

For more information about Weichert, Realtors® - Palm Realty Group, located at 513 West Main Street in Moncks Corner, contact Cheri Smoak at 843-761-1922 or visit [www.palmrealty.org](http://www.palmrealty.org).

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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* 2020 Franchise 500 and was identified in 2020 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 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.*