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## **Paragould Home Source Joins Weichert® National Franchise Network** **Weichert, Realtors® - Home Source opens in Arkansas**

PARAGOULD, Ark. / Jan. 2, 2019 – Weichert Real Estate Affiliates, Inc. continues to grow its market presence in the southern region of the United States with the addition of Weichert, Realtors® - Home Source, a new affiliate in Arkansas.

The addition of the new real estate office in Paragould, formerly known as Paragould Home Source, marks the 6<sup>th</sup> Weichert® office in the state.

Sandra Kelley, the company's broker/owner, made the decision to join the national brand after meeting with the Weichert leadership team at their headquarters in Morris Plains, New Jersey earlier this year. Kelley saw tremendous value in joining a national brand like Weichert and the support it provides its affiliated owners, broker and agents.



Sandra Kelley

"I really liked learning about all the resources – including the digital platforms and training programs – Weichert provides its affiliate offices to help them stand apart from the competitions and deliver gold star service," said Kelley.

"Everything that Weichert offers is also cost-effective for my agents and will help them succeed," noted Kelley, who opened the Paragould real estate agency in 2012.

As part of the Weichert franchise network, Kelley's team can take advantage of training programs provided by Weichert to help them deliver memorable home buying and selling experiences for their customers. The office will also be eligible to receive sales leads from the Weichert call center to help grow its local market share.

"Being affiliated with one of the industry's premier brands is a tremendous benefit for both our office and clients," added Kelley.

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

Weichert, Realtors® - Home Source is an independently owned and operated Weichert affiliate. The office serves Greene and Craighead counties.

For more information about Weichert, Realtors® - Home Source, located at 105 Reynolds Road in Paragould, contact Sandra Kelley at 870-236-3100 or visit [homesource.co](http://homesource.co).

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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.*