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The Bradshaw Group Joins Weichert® National Franchise Network **Weichert, Realtors® - Bradshaw Group Becomes Newest South Carolina Affiliate**

GREENWOOD, S.C. / April 9, 2018 – Weichert Real Estate Affiliates, Inc. is pleased to welcome a new office in Greenwood, South Carolina that prides itself on the high-quality service provided by its agents. The addition of Weichert, Realtors® - Bradshaw Group, formerly known as The Bradshaw Group, is an independently owned and operated Weichert® affiliate run by Jan Bradshaw, the company's broker/owner.

Bradshaw made the decision to franchise after meeting with the Weichert leadership team in Morris Plains, New Jersey. She saw tremendous value in joining a brand like Weichert and the support they provide their affiliated owners, brokers and agents.

"The more I learned about Weichert, the more I wanted to become part of their national brand," said Bradshaw. "I had been approached previously by other brands and it just didn't feel right. Joining Weichert is something that will benefit my agents tremendously and help them take their business to the next level."



Jan Bradshaw

As part of the Weichert franchise network, Bradshaw's team can take advantage of training programs and management systems provided by Weichert to help them offer the best real estate service in the industry. The newest South Carolina affiliate will also be eligible to receive sales leads from the Weichert call center to help grow its local market share.

"Weichert has a ton of resources we didn't have which will help grow our business and offer our clients the best real estate service available," added Bradshaw, who opened the Greenwood real estate office in 2012. "There's no need to recreate the wheel when it's already been created and it's better than anything I could have given my agents as a stand-alone agency."

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® - Bradshaw Group and their clients to the Weichert family. Their office has a reputation for great customer service and they are highly regarded in the Greenwood area. The office also shares our client-first philosophy and is rooted in the region it serves."

Weichert, Realtors® - Bradshaw Group is a member of the Greenwood Association of REALTORS, the South Carolina Association of REALTORS, and Nation Association of REALTORS. The office serves the Lakelands area.

For more information about Weichert, Realtors® - Bradshaw Group, located at 130 Maxwell Avenue, contact Jan Bradshaw at 864-341-7774 or visit www.lakegreenwoodproperty.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 or for information on franchise opportunities visit WeichertFranchise.com.

Each Weichert® franchised office is independently owned and operated.