



Weichert Real Estate Affiliates, Inc.

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Top Producing Agents Share Secrets for Real Estate Success at Weichert® National Summit Weichert Affiliated Agents Lead Best Practices Panel Discussion

HENDERSON, Nev. / March 22, 2017 – A trio of the nation’s top producing Weichert® affiliated agents recently shared their secrets for real estate success with an elite group of real estate professionals during a Top Agent event at the franchise system’s national convention in Henderson, Nevada. REALTORS® Lawrence Wong, Patti Sprafka Wagner and Heather Campbell were invited to lead a panel discussion at the 2017 Weichert Summit, which was held March 5-8 at the M Resort in Henderson, Nevada.

“I attribute a lot of my success to the incredible systems and business tools provided by Weichert,” said Wong, who has been the top producing agent at WEICHERT, REALTORS® - The Franzese Group in Brooklyn over the last two years. “I also spend a lot of time on the phone staying in touch with my clients. That personal connection is huge.”



Lawrence Wong

Sprafka Wagner, an award-winning agent at WEICHERT, REALTORS® - Nickel Group in Oak Park, Illinois, believes success comes from knowing the local market and strategic marketing to get her name out to the community.

“I’ve lived in the River Forest area for the last 30 years so I know our local real estate market inside and out,” said the 2015 and 2016 recipient of the Weichert Chairman’s Club award. “I also take advantage of newspaper advertising as well as the oversized direct mail postcards from Weichert to get my name out to the community.”



Patti Sprafka Wagner

“Using Weichert marketing materials and social media helps me create a memorable real estate experience for my clients,” said Campbell, one of the most productive sales agents at WEICHERT, REALTORS® - The Griffin Company in Bentonville, Arkansas. “I’m also surrounded by an incredible team of agents here at WEICHERT, REALTORS® - The Griffin Company that support me and push me to deliver the best real estate service in the area.”



Heather Campbell

The panelist also discussed how persistence can pay off in real estate. “I make at least a hundred phone calls each day for business. But at the end of the day, it’s definitely worth it,” added Wong.

In addition to the Top Agent panel, the Weichert Summit also featured a powerful lineup of speakers who provided insights and best practices to help the nearly 600 attendees grow their business and provide clients with the best tools and services real estate can offer. The speakers included industry experts such as Patti DeNucci, an award-winning author and business leader; David Knox, a real estate negotiation and sales trainer; Pamela Ermen, a national real estate coach and instructor, Jerry Ascencio, the chairman of the National Association of Hispanic Real Estate Professionals; and Andrew Dorn, a national speaker from Realtor.com.

The Weichert Summit also featured motivational speakers Harris Faulkner, an Emmy-winning journalist and Fox News Channel anchor; Chris Smith, a USA Today best-selling author and founder of Curaytor; Matthew Ferrara, a philosopher and writer; and Dan Elzer, a leadership, management and sales trainer.

More information about Weichert Real Estate Affiliates, Inc. can be found at www.weichertfranchise.com or by calling 877-533-9007.

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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, Realtors, 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 the top traditional residential real estate franchises in *Entrepreneur’s* 2017 Franchise 500 and is identified in 2017 by *Franchise Business Review* as one the top U.S. franchises. Weichert Real Estate Affiliates, Inc. has offices serving over 300 markets in 39 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.