



Coastal City

FOR IMMEDIATE RELEASE

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Weichert® Adds Jacksonville Real Estate Agency to its National Franchise Network **WEICHERT, REALTORS® - Coastal City Becomes Newest Affiliate**

JACKSONVILLE BEACH, Fla., / Mar. 16, 2017 – Weichert Real Estate Affiliates, Inc. is pleased to announce that Coastal City Realty and Management in Jacksonville Beach has joined their national franchise system. The new office, now known as WEICHERT, REALTORS® - Coastal City, is an independently owned and operated affiliate run by Broker/Owner Peter Sapia.

“I’m extremely delighted to be a part of the Weichert family,” said Sapia, a licensed broker since 2003. “We now have an opportunity for significant growth here in the Jacksonville market with the backing of a respected and well-known national brand.”

Sapia recently began exploring ways to grow the agency he started in 2010, but in a controlled manner. He and his wife, Mary Kate, a licensed real estate agent in Florida and Virginia, met with representatives from Weichert Real Estate Affiliates, Inc. a few months ago. The couple, who lives in Neptune Beach with their two children, was thoroughly impressed with the business tools and marketing support Weichert could provide to help grow their company’s local market share.

“Everyone that we spoke with at Weichert comes from real estate, so they understand what we’re up against,” added Sapia. “It can be difficult as a small independent office to convince clients that you can match up with the big companies. Going with Weichert gets us past that.”

Weichert Real Estate Affiliates, Inc. President and COO Bill Scavone was pleased to welcome the newest Florida office. “I am thrilled to welcome our new friends at WEICHERT, REALTORS® - Coastal City and their clients to the Weichert family. Their office has a reputation for great customer service and they are highly regarded in the Jacksonville area. The office also shares our client-first philosophy and is rooted in the region it serves.”

WEICHERT, REALTORS® - Coastal City is a full service real estate agency serving the greater Jacksonville area. The office is also a member of the Northeast Association of REALTORS, the Florida Association of REALTORS and National Association of REALTORS.

For more information about WEICHERT, REALTORS® - Coastal City, located at 1402 3rd Street North in Jacksonville Beach, contact Peter Sapia at 904-249-7003 or visit www.coastalcitymanagement.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, 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 of the top traditional residential real estate franchises in *Entrepreneur’s* 2017 Franchise 500 and is identified in 2017 by *Franchise Business Review* as one of 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.



WEICHERT, REALTORS® - Coastal City in Jacksonville Beach is the newest Weichert affiliate in Florida.