

FOR IMMEDIATE RELEASE

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Weichert® Affiliated Agents Recognized Nationally for Protecting, Investing in Real Estate Industry

EL MIRAGE, Ariz. / Sept. 4, 2018 – Weichert, Realtors® - Peak Performance, located in El Mirage, is pleased to announce that the National Association of Realtors® has named Sally and Mike Liddicoat as Sterling R investors in the Realtors® Political Action Committee.

RPAC is a national bipartisan grassroots-based political advocacy organization that works to protect the real estate industry and the dream of homeownership for Phoenix area residents and across the country.

Sally and Mike Liddicoat, who were recognized as Sterling R investors after donating \$1,000 each this year, have supported RPAC for several years. This marks the third year in a row that Sally Liddicoat has been named a Sterling R investor and the second straight recognition for Mike Liddicoat.

“Mike and I support RPAC because doing so is critically important to our profession as well as home buyers and sellers,” said Sally Liddicoat, the broker/owner of Weichert, Realtors® - Peak Performance.

Since 1969, RPAC has promoted the election of pro-real estate candidates across the United States. The purpose of RPAC is to elect officials who understand and support the interests of real estate professionals and their home buying, selling and investing clients.

RPAC uses its resources to seek to elect candidates that understand and support real estate, and to develop public policies that allow consumers to own homes and build their communities through commercial investment.

Sally and Mike Liddicoat’s investment will be applied to supporting homeownership, commercial real estate transactions, and the very future of the real estate industry.

Current Realtor priorities include working with the U.S. Treasury Department and Internal Revenue Service on how the new Tax law will be applied and administered, working to reauthorize the National Flood Insurance Program, and preserving Net Neutrality.

The National Association of Realtors®, “The Voice for Real Estate,” is America’s largest trade association, representing 1.3 million members involved in all aspects of the residential and commercial real estate industries.

Weichert, Realtors® - Peak Performance is an independently owned and operated Weichert® affiliate. The office serves the Phoenix metro area.

For more information about Weichert, Realtors® - Peak Performance, located at 14618 N. 125th Lane in El Mirage, contact Sally Liddicoat at 623-321-3486 or visit www.peakperformancerealestate.com.

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Sally Liddicoat



Mike Liddicoat

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 37 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.