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Weichert[®] Affiliated Broker Participates in Panel Discussion Hosted By National Association of Professional Mortgage Women

TEMPE, Ariz. / Mar. 1, 2018 – Weichert, Realtors[®] - Peak Performance is proud to announce that Sally Liddicoat recently participated in a panel discussion to discuss how to create and maintain the best referral matches in the real estate industry. Liddicoat is the broker/owner of the El Mirage-based Weichert[®] affiliate.

The Feb. 21 event, which took place at King’s Fish House in Tempe, was hosted by the National Association of Professional Mortgage Women (NAPMW).

“I was truly honored to be invited by the NAPMW to join other real estate experts from the Phoenix metro area for this panel discussion,” said Liddicoat. “Building a healthy referral pipeline can contribute significantly to one’s success in real estate. This event gave me an opportunity to share what I’ve learned throughout my real estate career about establishing referral partnerships and what makes them good for both the REALTOR and referral partner.”



Sally Liddicoat

Liddicoat has worked in real estate for eight years and obtained her broker’s license in 2013, the same year she opened her own brokerage firm. Her company joined the Weichert[®] national franchise system in 2017 to help increase its local market presence.

The NAPMW champions the advancement of women in mortgage related professions by providing business, personal, and leadership development to all professionals with the mortgage industry.

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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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 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.