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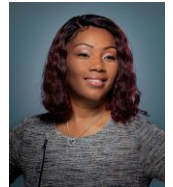
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Weichert® Increases Gulf Coast Presence with Addition of New Louisiana Office **Weichert, Realtors® - LaBranch & Associates Joins Weichert National Franchise Network**

NEW ORLEANS, La. / Sept. 25, 2019 – Weichert Real Estate Affiliates, Inc. continues to grow its Gulf Coast market presence with the addition of Weichert, Realtors® - LaBranch & Associates in New Orleans.

The addition of the new real estate agency, formerly known as LaBranch & Associates Realty and Design, marks the sixth Weichert® affiliate office in the state and first in New Orleans.

The company's broker/owner, LaTanya LaBranch, made the decision to franchise after meeting with the Weichert leadership team in Morris Plains, New Jersey. LaBranch saw tremendous value in joining a brand like Weichert and the support they provide their affiliated owners, brokers and agents.



LaTanya LaBranch

"As an independent brokerage it can be very cost-prohibitive to give your agents all the necessary tools that are needed to help them succeed in this industry," said LaBranch, who is also president of the New Orleans Metropolitan Association of Realtors and serves on the Louisiana Association of Realtors board of directors. "Joining the Weichert franchise system gives us access to those resources, and much more, to help grow our business."

As part of the Weichert franchise network, LaBranch's team can take advantage of agent training programs and management systems to help offer the best real estate service in the industry. The office is also eligible to receive sales leads from the Weichert call center to help grow its local market share.

LaBranch's decision to join the national franchise system was also influenced by the customer-focused atmosphere at Weichert.

"One of the things I always stress – not just to my agents, but all agents – is the importance of professional and ethical behavior when working with clients. And I see that same focus in everything that Weichert does for home buyers and sellers," added LaBranch, who is also a member of the National Association of Realtors board of directors and serves on the group's professional standards committee.

Weichert Real Estate Affiliates, Inc. President and COO Bill Scavone was pleased to welcome the newest Louisiana affiliate. "I am thrilled to welcome our new friends at Weichert, Realtors® - LaBranch & Associates and their clients to the Weichert family. Their office shares our client-first philosophy and is rooted in the region it serves."

Weichert, Realtors® - LaBranch & Associates is an independently owned and operated Weichert affiliate. The office serves the New Orleans metro area.

For more information about Weichert, Realtors® - LaBranch & Associates, located at 10555 Lake Forest Boulevard, Suite 7A, in New Orleans, contact LaTanya LaBranch at 504-300-0820.

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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 350 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.