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Weichert® Increases Gulf Coast Presence with Addition of New Mississippi Office **Weichert, Realtors® - Summit Agency joins Weichert national franchise network**

FLOWOOD, Miss. / Feb. 5, 2020 – Weichert Real Estate Affiliates, Inc. continues to grow its Gulf Coast market presence with the addition of Weichert, Realtors® - Summit Agency in Flowood, Mississippi.

The agency, formerly known as Summit Real Estate Consultants, LLC, marks the second Weichert® affiliate office in the state and first in Rankin County.

“We’re really excited to join the Weichert national franchise system and take advantage of all the incredible tools and training programs they provide their franchise offices,” said Clayton Parker, who owns the Mississippi affiliate with his wife, Kristi.

The Parkers made the decision to join the national brand after meeting with the Weichert leadership team in Morris Plains, New Jersey. They saw tremendous value in joining a brand like Weichert and the support it provides its affiliated owners, brokers and agents.



Clayton and Kristi Parker

“The cutting-edge technology and back-end support that we now have available to us as a Weichert franchise is simply amazing,” added Parker. “But it was the family-like atmosphere at Weichert that really stood out when we met with their franchise leadership team. It mirrors the culture here in our office.”

As part of the franchise network, the Flowood affiliate has access to the full suite of Weichert marketing tools and its smart technology platform to help them service buyers and sellers, as well as capture a larger share of their local market.

Positive feedback from other Weichert franchise owners also influenced the Parkers’ decision to join the national brand.

“We spoke to about five Weichert franchise owners and dozens of their agents to hear their thoughts about Weichert and everything they provide their affiliates,” said Kristi Parker. “And everyone we spoke with raved about Weichert and that’s when we knew joining this system was the right move for us.”

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

Weichert, Realtors® - Summit Agency is an independently owned and operated Weichert affiliate. The company serves the Tri-County area.

For more information about Weichert, Realtors® - Summit Agency, located at 660 Lakeland East Drive, Suite 106, in Flowood, contact Clayton Parker at 601-391-6877 or visit summitsold.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* 2019 Franchise 500 and was identified in 2019 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 40 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.