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## **Weichert® Increases Southeast Presence with Addition of Dry Ridge Real Estate Office** **WEICHERT, REALTORS® - BRG Becomes Newest Kentucky Affiliate**

DRY RIDGE, KY. / May 11, 2017 – Weichert Real Estate Affiliates, Inc. is pleased to announce that Broker Realty & Auction Group in Dry Ridge has joined their national franchise system. The new office, now known as WEICHERT, REALTORS® - BRG, is an independently owned and operated affiliate run by Principal Broker and Owner Larry Whitton.

The Dry Ridge affiliate officially marked its joining the Weichert® national franchise system with a May 9<sup>th</sup> ribbon-cutting ceremony at their office on Taft Highway.

“We’re excited to officially be a part of the Weichert franchise family,” said Whitton, who opened the Dry Ridge real estate agency in 2009. “Weichert is a company with great integrity and their focus is always on the customer, much like ours. The tools and management systems that Weichert can provide our office is a game-changer. Going with Weichert helps us provide our clients even better service.”

Whitton made the decision to franchise after meeting with the Weichert leadership team in Morris Plains, N.J. The broker/owner of the independent agency discovered various way Weichert could help grow his company’s local market share.

“The Weichert business model simply works,” Whitton, a Dry Ridge resident, added. “I would have had to spend a lot of money and time to even begin to replicate what Weichert already has in place. Whether it’s a system for recruiting the best agents or producing materials to stand apart from the competition when doing a listing presentation for a client who wants to sell their home. Weichert is just a better system.”

As part of the Weichert franchise network, Whitton’s team can take advantage of training provided by Weichert – starting with a three-day intensive in-office session to familiarize agents with the Weichert business approach. The Kentucky affiliate will also be eligible to receive sales leads from the Weichert call center to help grow its local market share.

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

WEICHERT, REALTORS® - BRG is a full service real estate agency serving Grant County. The office is also a member of the Northern Kentucky Association of REALTORS, Lexington-Bluegrass Association of REALTORS, Kentucky Association of REALTORS and National Association of REALTORS.

For more information about WEICHERT, REALTORS® - BRG, located at 26 Taft Highway, Suite 1, in Dry Ridge, contact Larry Whitton at 859-866-7868 or visit [weichert.com](http://weichert.com).



Larry Whitton (fourth from left) and his team at WEICHERT, REALTORS® - BRG celebrating the grand opening of a new Weichert affiliate office in Kentucky.

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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 the top traditional residential real estate franchises in *Entrepreneur’s* 2017 Franchise 500 and is identified in 2017 by *Franchise Business Review* as one 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](http://Weichert.com) or for information on franchise opportunities visit [WeichertFranchise.com](http://WeichertFranchise.com).