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Weichert® Increases Southeast Presence with Addition of North Carolina Office **WEICHERT, REALTORS® - Sally Awad Group Opens in Charlotte**

CHARLOTTE, N.C. / May 4, 2017 – Weichert Real Estate Affiliates, Inc. continues to grow its market presence in the Southeast region of the country with the addition of WEICHERT, REALTORS® - Sally Awad Group. The addition of the new real estate office in Charlotte marks the second Weichert® affiliate in the city and 16th in the state.

“The Weichert brand was very attractive to us,” said the company’s broker/owner, Sally Awad. “We didn’t find another brand that could provide our agents the resources and training to help them master their craft and become successful agents like Weichert could. They also can provide us incredible marketing support and better tools to help our customers find their dream homes.”



Sally Awad

Awad, a Charlotte resident, recently made the decision to branch out on her own after working for another North Carolina brokerage firm. She and her husband, Amr, believed the best way to build a successful real estate office was through franchising. The couple met with the Weichert leadership team in Morris Plains, N.J. to discuss the benefits of franchising and were thoroughly impressed with everything Weichert could provide to help grow their business.

As part of the Weichert franchise network, Awad’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 Charlotte affiliate will also be eligible to receive sales leads from the Weichert call center to help grow its local market share.

“One of the other things that impressed me about Weichert is how much support they give agents that are totally new to the business,” added Awad. “It’s amazing how Weichert helps new agents learn all the facets of this industry and teaches them that success comes from adopting a customer-focused approach to business.”

Weichert Real Estate Affiliates, Inc. President and COO Bill Scavone was pleased to welcome the newest North Carolina office. “I am thrilled to welcome our new friends at WEICHERT, REALTORS® - Sally Awad Group and their clients to the Weichert family. Their office is quickly building a reputation for great customer service, shares our client-first philosophy and is rooted in the region it serves.”

WEICHERT, REALTORS® - Sally Awad Group is a full service real estate agency serving the Charlotte metro area. The office is also a member of the Charlotte Association of REALTORS and National Association of REALTORS.

For more information about WEICHERT, REALTORS® - Sally Awad Group, located at 2015 Ayrslay Town Blvd., Suite 202, in Charlotte, contact Sally Awad at 704-680-8689.

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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 or for information on franchise opportunities visit WeichertFranchise.com.

Each WEICHERT® franchised office is independently owned and operated.