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## Weichert® Increases Southwest Presence with Addition of Arizona Office Weichert, Realtors® - CLA Opens in Prescott

PRESCOTT, Ariz. / June 17, 2019 – Weichert Real Estate Affiliates, Inc. continues to grow its market presence in the Southwest region with the addition of Weichert, Realtors® - CLA, a new affiliate in Arizona.

The addition of the new real estate office, formerly known as CLA Realty, in Prescott marks the seventh Weichert® affiliate in the state and first in Yavapai County.

“We’re so excited about joining the Weichert national franchise system,” said Colleen McElmell, the broker/owner of the Prescott-based Weichert affiliate. “There’s such a positive buzz around the office about this move. We’re definitely headed in the right direction with our new Weichert affiliation.”



Colleen McElmell

As part of the Weichert franchise network, McElmell’s team can take advantage of training programs provided by Weichert to help them offer the best real estate service in the industry. The office will also be eligible to receive sales leads from the Weichert call center to help grow its local market share.

McElmell also sees tremendous value in the Weichert brand and the broad spectrum of support the company offers its franchisees.

“It’s an uphill battle for smaller, independent agencies like ours to stay competitive in a thriving real estate market,” added McElmell. “With Weichert backing us we have what it takes to stay ahead of the competition by providing our clients a best-in-class real estate experience.”

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

Weichert, Realtors® - CLA is an independently owned and operated Weichert affiliate. The office serves Yavapai County and surrounding areas.

For more information about Weichert, Realtors® - CLA, located at 1488 Sierry Peaks Drive in Prescott, contact Colleen McElmell at 866-662-9200 or visit [clarealty.net](http://clarealty.net).

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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 38 states. For more information about Weichert, visit [Weichert.com](http://Weichert.com) or for information on franchise opportunities visit [WeichertFranchise.com](http://WeichertFranchise.com).

*Each Weichert® franchised office is independently owned and operated.*