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CONTACT:
Lemard Freeman
WWeichert Real Estate Affiliates, Inc.
973-401-5578
freeman@weichertrealtors.net

Weichert® Increases West Coast Presence with First Sacramento County Office **Weichert, Realtors® - Sierra Pacific Group, Becomes Newest Northern California Affiliate**

FOLSOM, Calif. / June 25, 2019 – Weichert Real Estate Affiliates, Inc. continues to grow its market presence on the West Coast with the addition of Weichert, Realtors® - Sierra Pacific Group, a new affiliate in Folsom, California.

The addition of the new franchise office, formerly known as Sierra Pacific Realty, is the first Weichert® affiliate in Sacramento County and 11th overall in the state.

“We’re very excited to be part of a growing national real estate brand that was built by people who understand this industry the best: Real Estate Agents,” said Scott Kirk, the principal Broker of Weichert, Realtors® - Sierra Pacific Group.



Scott Kirk

Kirk made the decision to franchise after meeting with the Weichert leadership team at their headquarters in Morris Plains, New Jersey.

“The service first attitude for its clients that I observed while talking with the leadership team at Weichert about franchising, mirrors my company’s philosophy,” said Kirk. “Joining Weichert is a decision that benefits both my agents and their clients.”

As part of the Weichert franchise network, Kirk’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.

“Being a part of Weichert gives us access to resources I could never provide my agents as an independent company,” added Kirk.

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

Weichert, Realtors® - Sierra Pacific Group is an independently owned and operated Weichert affiliate. The office serves the greater Sacramento metro area.

For more information about Weichert, Realtors® - Sierra Pacific Group, located at 750 Gold Lake Drive, Suite 250, in Folsom, contact Scott Kirk at 916-847-5822 or visit sierra-pacific-realty.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 38 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.