

FOR IMMEDIATE RELEASE

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

Weichert, Realtors® – Coastal Properties Marketing & Relocation Director to Become Relocation Director and Vice President of Marketing

Maureen Richards will step into the prestigious role at Weichert this Fall 2019

HILTON HEAD, S.C. / June 27, 2019 – Weichert, Realtors® – Coastal Properties is proud to announce the advancement of one of its longest serving staff members, Maureen Richards to Relocation Director and Vice President of Marketing.

Richards has been with Weichert, Realtors® – Coastal Properties for almost 13 years. In that time, she has assumed the roles of Marketing Director since 2000 and Relocation Director since 2016.



Maureen Richards

Richards studied Computer Programming at Letterkenny Institute of Technology in Donegal, Ireland. She is Irish born and bred. Richards moved to America in 1994 and while visiting she fell in love with the Lowcountry and decided to create her life here some 23 years ago.

In her roles at the Weichert® affiliate, Richards has developed, planned, implemented and maintained a marketing strategy that effectively markets the company and its agents, homes and listings to the local, national and international communities. She has built and managed rich content that attracts a qualified audience to the business, including the creation of print media deliverables, social media content and digital content.

She has developed a strong relationship with both print and electronic media contacts in the local area. All advertising collateral and promotional plans implemented by the company are a result of Richards' creativity and talent.

She is at the forefront of trend in the real estate industry and she is completely deserved of her new role as Relocation Director and Vice President of Marketing for Weichert, Realtors® – Coastal Properties. In order to further solidify the company's Relocation department, Richards will be working towards achieving a multitude of designations by mid-2020. The release of her marketing duties will allow her to obtain many esteemed certifications in relocation.

Richards will be first working towards being designated as a [Certified Relocation Professional](#)® (CRP). The CRP designation is a highly regarded competency-based designation program recommended for all mobility professionals primarily engaged in corporate/employee mobility within the United States. By adding the CRP® designation to their name, recipients are recognized for demonstrating a comprehensive knowledge of the principles and practices of U.S. employee relocation across all facets of the industry, and for their dedication to continuing education in this specialized field. For Worldwide ERC®, it's a program that helps achieve a common and universal understanding of the field of employee relocation and encourages the professional development of its members; for mobility professionals, it's an unparalleled opportunity to take their career to the next level by standing out for their expertise.

Upon completion of the CRP® designation, Richards plans to obtain additional certifications of [Accredited Buyer's Representative](#)® (ABR®), [Military Relocation Professional](#)® (MRP®) and [Certified International Property Specialist](#)® (CIPS®). CIPS® certification will assist Richards in developing WRCP's international real estate business by providing knowledge, network and tools to further globalize the company. ABR® certification is valuable real estate education that elevates skills and knowledge in the eyes of home buyers. And finally, the MRP® certification educates REALTORS® about working with U.S. service members and their families and veterans to find the housing solutions that best suit their needs and to take full advantage of available benefits and support.

All of these new tools will advance Richards as an expert in the relocation community. She will not only be a resource to Weichert, Realtors® – Coastal Properties, but to the Lowcountry area as well.

Weichert, Realtors® - Coastal Properties is an independently owned and operated Weichert affiliate. The company has offices in Hilton Head, Beaufort, Bluffton and Okatie/Sun City.

For more information about Weichert, Realtors® - Coastal Properties, contact Joe or Karen Ryan at 843-341-3700 or visit www.weichertcp.com.

###

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.