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Weichert, Realtors® - Gulf Coast Group Appoints Mark Farlow as Property Manager

CAPE CORAL, Fla. / July 3, 2018 – Weichert, Realtors® - Gulf Coast Group, located in Cape Coral and Port Charlotte, is proud to announce it has promoted Mark “Buzz” Farlow to the position of property manager within the company’s property management division.

Buzz had previously been a field service agent that provided support and evaluations for over 400 local properties managed by the Weichert® affiliate.

In his new position, Buzz will help develop strategies to grow the company’s property management business. He is also tasked with finding ways to enhance the property management services provided by Weichert, Realtors® - Gulf Coast Group.



Mark “Buzz” Farlow

“I am truly honored to be given the opportunity to serve in this management position to help grow our property management division,” said Buzz Farlow, a Fort Myers resident. “I believe my years of experience will benefit our office tremendously as we continue provide our clients with the best property management services in South Florida.”

Buzz joined Weichert, Realtors® - Gulf Coast Group in 2016, bringing almost a decade of property management experience to his new position. He owned and operated a property management company in Tuscon, Arizona prior to relocating to South Florida.

“Buzz’s extensive property management experience makes him more than qualified to assume this leadership position here at Weichert, Realtors® - Gulf Coast Group,” said the company’s broker/co-owner, Travis DeCere. “I have the utmost confidence in Buzz and what he can do to help grow our property management division.”

Weichert, Realtors® - Gulf Coast Group is an independently owned and operated Weichert affiliate. The company serves southwest Florida.

For more information about Weichert, Realtors® - Gulf Coast Group, located at 601 Del Prado Boulevard North, Suite C, in Cape Coral and 4265 Tamiami Trail, Suite C, in Port Charlotte, contact Travis DeCere at 941-613-2300 or visit www.WeichertGulfGroup.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* 2018 Franchise 500 and was identified in 2018 by *Franchise Business Review* as one of the top U.S. franchises for owner satisfaction. Weichert Real Estate Affiliates, Inc. has offices serving over 300 markets in 37 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.