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Weichert, Realtors® - Peak Performance Honored to Support Children's Business Fair

PEORIA, Ariz. / May 30, 2019 – Weichert, Realtors® - Peak Performance, located in Peoria, was honored to be a part of the West Phoenix Children's Business Fair on May 4.

The Weichert® affiliated office was one of the lead sponsors for this year's event, which attracted hundreds of visitors of all ages.

"We were truly honored to be a part of the Children's Business Fair," said Tracy Motley, an agent at the Peoria-based affiliate who helped organize the event at Peoria Sports Complex with his wife, Katherine Motley. "This fun-filled event gave kids an up-close and hands-on experience with entrepreneurship, which they'll hopefully consider pursuing one day."

Kids who visited the business fair were encouraged to create a product or service, develop a brand, build a marketing strategy, and then open for customers at the one-day marketplace. The children were also responsible for the setup, sales, and interaction with customers.

"What better way to introduce kids to the world of entrepreneurship than to give them a chance to run their own business for a day?" added Motley. "We had such a great time being a part of this event, and we'd definitely do it again."

Weichert, Realtors® - Peak Performance is an independently owned and operated Weichert® affiliate. The office serves the Phoenix metro area.

For more information about Weichert, Realtors® - Peak Performance, contact Sally Liddicoat at 623-321-3486 or visit www.peakperformancerealestate.com.



Tracy Motley (in yellow t-shirt) checks out one of the kid vendor booths at the West Phoenix Children's Business Fair. The event featured 35 booths run by young, would-be entrepreneurs.

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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.