



First Tier

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

Real Estate Partnership Strengthens WEICHERT® Presence in Columbia Metro Area

COLUMBIA, Mo. / Feb. 1, 2017 – WEICHERT, REALTORS® - First Tier in Columbia is pleased to announce it has merged with Crane and Crane Real Estate. The company will continue to operate under the name WEICHERT, REALTORS® - First Tier.

The merger brings together the top producing Weichert® affiliated office in the country, two years running, with a company that has distinguished itself as the area's leading farm and land sales specialists.

"We are excited to be partnering with one of the leading real estate agencies in Columbia," said Rob Smith, who is one of six owners of WEICHERT, REALTORS® - First Tier. "Teaming up with Crane and Crane allows us to broaden our array of services and serve more customers, while maintaining our client-first philosophy."



Rob Smith

The partnership is also beneficial for agents and brokers at Crane and Crane, who can take advantage of trainings provided by Weichert to offer the best real estate service in the business. Agents and brokers can also start receiving strong sales leads from the Weichert call center and marketing support to help increase their local market share.

"The merging of our two companies ultimately benefits our clients who trust us with all their real estate needs," said Jeff Crane, who opened Crane and Crane Real Estate in 2002 with his wife, Rena. "Being a part of the Weichert brand positions us as the premier real estate agency in the Columbia market."



Jeff Crane

WEICHERT, REALTORS® - First Tier is a full-service agency that offers an array of services including residential real estate, a farm and land division, a commercial and investments division, a new homes division, an award-winning Internet lead-generation platform and a multinational relocation company. The company's support services are highlighted by an ongoing agent and management training program that incorporates "live" and online instruction, along with in-house marketing and advertising, dedicated public relations and REALTOR recruitment.

For more information about WEICHERT, REALTORS® - First Tier, located at 3700 Monterey Drive, Suite A, in Columbia, contact Jessica Kempf at 573-256 8601 or visit www.weichertft.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, Realtors, 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 the top traditional residential real estate franchises in *Entrepreneur's* 2017 Franchise 500 and is identified in 2017 by *Franchise Business Review* as one the top U.S. franchises. Weichert Real Estate Affiliates, Inc. has offices serving over 300 markets in 39 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.