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## **Central KY Real Estate Joins Weichert® National Franchise Network** **WEICHERT, REALTORS® - Central KY Becomes Newest Bluegrass State Affiliate**

GEORGETOWN, Ky. / May 2, 2017 – Weichert Real Estate Affiliates, Inc. is pleased to announce that Central KY Real Estate in Georgetown has joined their national franchise system. The new office, now known as WEICHERT, REALTORS® - Central KY, is an independently owned and operated affiliate run by Broker/Owner Lana Pennington.

“My team and I are thrilled to be joining the Weichert® franchise system,” said Pennington, who has worked in real estate for 20 years. “There’s a lot that Weichert is offering that we’re taking in. The various training programs for my agents and managers, as well as the resources provided by Weichert to help us secure listings and do open house events that attract serious buyers are the things that will help this office increase its local market share.”

Pennington had been considering franchising as a way to grow her company for some time, but she wanted to make sure she aligned her agency with the right brand.



Lana Pennington (third from left) and her team at WEICHERT, REALTORS® - Central KY is the newest Weichert affiliate in Kentucky.

“A significant amount of our business currently comes from repeat clients and referrals,” said Pennington, a Georgetown resident. “Taking advantage of Weichert resources will help us better compete for new listings and recruit the best agents in the area. It would have been almost impossible for me to offer my team those types of resources as an independent agency.”

As part of the Weichert franchise network, Pennington’s team can take advantage of training provided by Weichert – starting with a three-day intensive in-office session to familiarize agents with the Weichert business approach. The Kentucky affiliate will also be eligible to receive sales leads from the Weichert call center to help grow its local market share.

“I’m interested in painting our town yellow,” added Pennington, referring to the yellow Weichert For Sale signs she believes will be a regular sighting on front lawns throughout the Georgetown area after affiliating with Weichert. “And we’re definitely headed in the right direction. I’ve already added five new agents since telling people our office was joining Weichert and they’re excited to be a part of the move.”

Weichert Real Estate Affiliates, Inc. President and COO Bill Scavone was pleased to welcome the newest Kentucky office. “I am thrilled to welcome our new friends at WEICHERT, REALTORS® - Central KY and their clients to the Weichert family. Their office has a reputation for great customer service and they are highly regarded in the Georgetown area. The office also shares our client-first philosophy and is rooted in the region it serves.”

WEICHERT, REALTORS® - Central KY is a full service real estate agency serving Georgetown, Lexington, Frankfort, Midway and other parts of Central Kentucky. The office is also a member of the Lexington Board of REALTORS and National Association of REALTORS.

For more information about WEICHERT, REALTORS® - Central KY, located at 147 S. Broadway in Georgetown, contact Lana Pennington at 859-983-5262.

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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](http://Weichert.com) or for information on franchise opportunities visit [WeichertFranchise.com](http://WeichertFranchise.com).

*Each WEICHERT® franchised office is independently owned and operated.*