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Weichert® Affiliated Broker Joins Arizona Commissioner For Real Estate Panel Discussion

SCOTTSDALE, Ariz. / June 14, 2017 – WEICHERT, REALTORS® - Peak Performance, located in El Mirage, is proud to announce that Sally Liddicoat, the company's broker/owner, recently participated in a panel discussion highlighting the challenges facing today's REALTORS. Liddicoat, along with other real estate brokers and professionals from the industry, joined a June 8th panel discussion lead by Commissioner Judy Lowe of the Arizona Department of Real Estate and attorney Sean St. Clair. The event was hosted by M&M Seminars.

"I was truly honored to be invited by the owner of M&M Seminars, Marge Peck, to join the commissioner of real estate and other highly-respected real estate professionals from around the state for this panel discussion," said Liddicoat, whose El Mirage real estate agency joined the Weichert® national franchise system in April. "There are a lot of challenges and complex issues facing real estate agents today, whether you're new to the business or an experienced agent. This event gave me an opportunity to share what I've learned over the years to help other agents better navigate the complexities of this industry."

The event, which took place at the Scottsdale Association of REALTORS headquarters, was part of a series of continuing education courses offered by M&M Seminars for real estate agents. Liddicoat, along with seven other panelists, was selected from the state's 42,000 licensed agents to share her views on how best to adhere to state and federal regulatory guidelines while assisting home buyers and sellers.

Panel members also discussed the various requirements for newly licensed agents, state monitoring of real estate school instructors, and how the real estate industry can police itself, among other topics.

"Sally possesses a wealth of real estate knowledge," said Bill Scavone, president and chief operating officer of Weichert Real Estate Affiliates, Inc. "Her ability to educate others about the complex issues related to real estate is evident, whether through her participation in panel discussions or teaching students at the real estate school she runs. We are tremendously proud of Sally's commitment to help educate real estate professionals in Arizona."

WEICHERT, REALTORS® - Peak Performance is an independently owned and operated Weichert affiliate serving the Phoenix metro area. The office also runs the Peak Performance School of Real Estate, which helps build a solid educational foundation for new agents entering the real estate business and provide on-going, high-quality educational opportunities to agents throughout their career.

For more information about WEICHERT, REALTORS® - Peak Performance, located at 14618 N. 125th Lane in El Mirage, contact Sally Liddicoat at 623-321-3486 or visit www.peakperformancerealestate.com.



Sally Liddicoat (far right) from WEICHERT, REALTORS® - Peak Performance was invited to participate in a panel discussion with the Arizona Commissioner of Real Estate, Judy Lowe (second from left), and several other industry experts. Also pictured are panel moderator Marge Peck (far left) and Sean St. Clair, a real estate attorney.

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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 of the top traditional residential real estate franchises in *Entrepreneur's* 2017 Franchise 500 and is identified in 2017 by *Franchise Business Review* as one of 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.