



Vision

FOR IMMEDIATE RELEASE

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

Weichert® Increases Southeast Presence with Addition of New Georgia Office **WEICHERT, REALTORS® - Vision Becomes Newest Affiliate**

ALPHARETTA, Ga. / July 19, 2017 – Weichert Real Estate Affiliates, Inc. continues to grow its market presence in the Southeast region of the country with the addition of WEICHERT, REALTORS® - Vision. The addition of the new real estate office in Alpharetta, Georgia, formerly known as Vision Real Estate, LLC, marks the 11th Weichert® office in the state.

The agency's broker/owner, Theresa Palmer, began talking with representatives at Weichert Real Estate Affiliates, Inc. several months ago to discuss the possibility of growing her business through franchising. She was thoroughly impressed with the business tools and marketing support Weichert could provide to help develop staff and grow her company's local market share.



Theresa Palmer

"I had given some thought in recent months as to what I needed to grow my business," said Palmer. "That's when I decided to meet with the Weichert franchise leadership team up in Morris Plains, New Jersey. I made the decision to go with Weichert after hearing everything they could provide to help grow my business."

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

"Being an independent agency, I didn't have the resources to run my business like the bigger players in real estate," added Palmer, who lives in Johns Creek. "Joining Weichert gives me the infrastructure I needed to grow. It definitely feels like Weichert is there to support me and help build up my business."

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

WEICHERT, REALTORS® - Vision is an independently owned and operated Weichert affiliate serving Alpharetta, Johns Creek, Roswell, Milton and surrounding communities. The office is also a member of the Atlanta Board of REALTORS, National Association of REALTORS, and Empire Board of Realtists.

For more information about WEICHERT, REALTORS® - Vision, located at 9570 Nesbit Ferry Road, Suite 100, in Alpharetta, contact Theresa Palmer at 678-936-9888 or tpamer@wrvision.com or visit www.homesearchjohnscreek.com.

###

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.