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## **Weichert® Increases Gulf Coast Presence with Addition of New Office in Louisiana** **WEICHERT, REALTORS® - Prestige Homes Opens in New Orleans Metro Area**

METAIRIE, La. / Aug. 9, 2017 – Weichert Real Estate Affiliates, Inc. continues to grow its market presence throughout the Gulf Coast region with the addition of WEICHERT, REALTORS® - Prestige Homes, its newest affiliate in Louisiana. The addition of the new real estate office in Metairie, formerly known as Prestige Homes Realty, LLC, marks the second Weichert® office in the state.

The Metairie real estate agency made the decision to franchise after the company's owner, Darlene Plaia, met with the Weichert leadership team in Morris Plains, New Jersey. Plaia saw tremendous value in joining a brand like Weichert and the support they provide their affiliated owners, brokers and agents.



**Darlene Plaia**

"The marketing support and sales leads Weichert provides its affiliates, along with a host of training programs for agents, managers and brokers, is simply amazing," said Plaia, who opened her own real estate agency two years ago. "The Weichert franchise model is incredible and exactly what I need to help me run a more successful business."

As part of the Weichert franchise network, Plaia'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 Louisiana affiliate will also be eligible to receive sales leads from the Weichert call center to help grow its local market share.

"Growing a business requires an investment of time and resources, and the latter is what I'm able to get from Weichert," added the Metairie resident. "Weichert invests heavily in its franchisees to help them succeed."

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

The South continues to be one of the fastest growing regions in the U.S. for the national brand, which also saw its market presence increase 17 percent at the end of Q2 '17 compared to the same time last year. More than half of the new offices opened last quarter are located in the Gulf States of Louisiana, Texas and Florida, as well as Georgia and Tennessee.

WEICHERT, REALTORS® - Prestige Homes is a full service real estate agency serving the New Orleans metro area. The office is also a member of the New Orleans Metropolitan Association of REALTORS, Louisiana Association of REALTORS and National Association of REALTORS.

For more information about WEICHERT, REALTORS® - Prestige Homes, located at 3000 Kingman Street, Suite 207, in Metairie, contact Darlene Plaia at 504-239-1549 or visit [www.prestigehomesrealtyllc.com](http://www.prestigehomesrealtyllc.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 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](http://Weichert.com) or for information on franchise opportunities visit [WeichertFranchise.com](http://WeichertFranchise.com).

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