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Pro Realty, Inc. Joins Weichert[®] National Franchise Network **Weichert, Realtors[®] - The Pro Group Becomes Newest Pennsylvania Affiliate**

ERIE, Pa. / Dec. 1, 2017 – Weichert Real Estate Affiliates, Inc. is pleased to announce that Pro Realty, Inc. in Erie has joined their national franchise system. The new office, now known as Weichert, Realtors[®] - The Pro Group, is an independently owned and operated affiliate run by Broker/Owner Sherri Heasley.

“Joining the Weichert national franchise network is a big move for us, but I’m very excited about it,” said Heasley, who opened the Erie real estate agency in 1990. “Weichert can provide me everything I need to help grow my business. They’re also able to offer great resources to help my agents grow their business as well.”



Sherri Heasley

Heasley began exploring franchising as a way to grow her business and recently met with the Weichert leadership team in Morris Plains, New Jersey. She saw tremendous value in joining a brand like Weichert and the support they provide their affiliated owners, brokers and agents.

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

“The timing was just right as far as where we were in the marketplace and how we wanted to grow,” Heasley added. “Most of the resources that Weichert provides can be cost-prohibitive to an independent agency like mine. My team and I will undoubtedly be more successful now that we have access to these types of resources.”

Weichert Real Estate Affiliates, Inc. President and COO Bill Scavone was pleased to welcome the newest Pennsylvania affiliate. “I am thrilled to welcome our new friends at Weichert, Realtors[®] - The Pro Group and their clients to the Weichert family. Their office has a reputation for great customer service and they are highly regarded in Erie County. The office also shares our client-first philosophy and is rooted in the region it serves.”

Weichert, Realtors[®] - The Pro Group, which serves Erie County, is a member of the Greater Erie Board of REALTORS, Pennsylvania Association of REALTORS and National Association of REALTORS.

For more information about Weichert, Realtors[®] - The Pro Group, located at 4720 Wattsburg Road in Erie, contact Sherri Heasley at 814-825-7761 or visit www.prorealty.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 Companies, 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 was 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.