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Weichert, Realtors® - Peterson & Associates Appoints Leroy Dickey to Lead Sales Team

NASHUA, N.H. / Jan. 18, 2018 – Weichert, Realtors® - Peterson & Associates is proud to announce it has promoted Leroy Dickey to the position of office Sales Manager. Leroy had previously been a Sales Associate at the Weichert® affiliate in Nashua.

In his new position, Leroy will be responsible for new Agent recruitment and professional development, Agent business planning and coaching, and managing the Weichert Lead Network and other internet-based sales leads and referral sources for Sales Associates at the Nashua-based office.

“I am very excited to take on this new management position at Weichert, Realtors® - Peterson & Associates,” said Dickey. “I’ve learned a lot from Mike about mentoring and coaching Agents and business planning, as well how to turn sales leads into closed transactions. It’s now my responsibility to take what I’ve learned over the years to help the Sales Associates in our office achieve new levels of real estate success.”



Leroy Dickey

Leroy will oversee a 15-person sales team at Weichert, Realtors® - Peterson & Associates. He is also tasked with managing the company’s website, social media and technology platforms, and working with the Principal Broker, Mike Peterson, on business development initiatives. The company has aggressive growth plans and anticipates doubling its sales team over the next 12 to 18 months.

“I have the utmost confidence in Leroy and what he can do to help our Sales Associates and grow this company,” said Peterson. “Promoting him to this management position will be an asset to both our Agents and clients that turn to us for help with all of their real estate needs.”

Leroy is a member of the Greater Manchester/Nashua Board of REALTORS, New Hampshire Association of REALTORS and National Association of REALTORS. He also holds a Bachelor’s degree in Computer Science from Franklin Pierce University and is a U.S. Air Force disabled veteran.

Leroy lives in Manchester.

Weichert, Realtors® - Peterson & Associates is an independently owned and operated Weichert® affiliate. The office serves Southern New Hampshire and Northeast Massachusetts.

For more information about Weichert, Realtors® - Peterson & Associates, located at 33 Trafalgar Square, Suite 100, in Nashua, please contact Mike Peterson at 603-521-6400 or visit www.homesinnashuanh.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* 2018 Franchise 500 and was identified in 2018 by *Franchise Business Review* as one of the top U.S. franchises for owner satisfaction. 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.