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Michael Liddicoat of Weichert, Realtors® - Peak Performance Wins Local REALTORS Association Sales Award

EL MIRAGE, Ariz. / Mar. 23, 2018 — Weichert, Realtors® - Peak Performance is proud to announce that Michael Liddicoat has been named a 2017 Bronze Sales award winner by the West Maricopa Association of REALTORS (WEMAR). Liddicoat earned the award for his 2017 sales production at the El Mirage-based Weichert® affiliate.

This marks the first time Liddicoat has earned a WEMAR sales award as an individual. He was recognized the previous three years as part of a real estate team.

“It truly is an honor to be recognized for my sales production by an association that I have been a member of since I started working in real estate seven years ago,” said Liddicoat, who lives in El Mirage. “I could not have had the success I had last year as a stand-alone agent if it weren’t for the resources provided by Weichert to help me offer the best real estate service in the industry.”



Michael Liddicoat

Weichert, Realtors® - Peak Performance joined the Weichert national franchise network in April 2017, which gave the office access to agent training programs and marketing resources to better assist clients. The office also began receiving sales leads from the Weichert call center to help grow its local market share.

“Mike is totally committed to providing the best real estate service in the area,” said Sally Liddicoat, the broker/owner of Weichert, Realtors® - Peak Performance. “His work ethic and passion for real estate raises the bar for excellence in our office and inspires our agents. Mike is truly deserving of this award.”

The award was presented to Liddicoat at a March 15 awards luncheon at the Glendale Civic Center.

Weichert, Realtors® - Peak Performance is an independently owned and operated Weichert affiliate. The office serves the Phoenix metro area.

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.

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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 38 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.