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Premier Properties Florida Joins Weichert® National Franchise Network **Weichert, Realtors® - Premier Properties Becomes Newest Florida Affiliate**

BOCA RATON, Fla. / May 24, 2018 – Weichert Real Estate Affiliates, Inc. is pleased to welcome a new South Florida real estate company that prides itself on the high-quality service provided by its agents. The addition of Weichert, Realtors® - Premier Properties, formerly known as Premier Properties Florida, is run by the company's broker/owner, Anthony Russo.

The addition of Weichert, Realtors® - Premier Properties, with offices in Boca Raton and Naples, continues the franchise's expansion throughout Florida, which is now home to 50 Weichert affiliated offices.

"We're truly excited and very happy with our new relationship with Weichert," said Russo. "The resources that they're able to provide our sales associates as well as the reputation of their national brand will help take us to the next level."



Tony Russo

As part of the Weichert franchise network, Russo's team can take advantage of training programs provided by Weichert to help the company offer the best real estate service in the industry. The South Florida affiliate is also eligible to receive sales leads from the Weichert call center to help grow its local market share.

"How you grow and expand your business is a big challenge, especially for an independent agency like ours," added Russo, who has worked in real estate for 25 years. "It would take us years to create what Weichert already has in place to help us increase our local market share."

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

Weichert currently has affiliate offices serving over 300 markets in 37 states, representing smart entrepreneurs who were interested in joining a nationally recognized brand which offers incomparable tools, training and marketing techniques to set them apart from the competition.

Weichert, Realtors® - Premier Properties is an independently owned and operated Weichert® affiliate. The company serves Boca Raton, Naples and other South Florida communities.

For more information about Weichert, Realtors® - Premier Properties, located at 332 E. Palmetto Park Road in Boca Raton, and 378 5th Avenue S. in Naples, contact Anthony Russo at 561-703-0182 or visit www.premierpropertiesfla.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 37 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.