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CONTACT:
Lemard Freeman
Weichert Real Estate Affiliates, Inc.
973-401-5578
freeman@weichertrealtors.net

Weichert® Increases West Coast Presence with First Beverly Hills Office **Weichert, Realtors® - All Stars Becomes Newest Southern California Affiliate**

BEVERLY HILLS, Calif. / Dec. 20, 2019 – Weichert Real Estate Affiliates, Inc. continues to grow its market presence on the West Coast with the addition of Weichert, Realtors® - All Stars, a new affiliate in Beverly Hills.

The addition of the new franchise office, the first in Beverly Hills, marks the ninth overall Weichert® affiliate in the state.

“We’re looking forward to our affiliation with a national brand like Weichert, which has a proven track record of success,” said Karen Harrosh, the owner of the Beverly Hills affiliated office.

Harrosh, along with the company’s broker, Joseph Safran, made the decision to franchise after meeting with the Weichert leadership team at their headquarters in Morris Plains, New Jersey.

“We believe there’s tremendous value in joining the Weichert brand,” said Safran. “The management systems and agent support provided by Weichert will help us stand apart from our competitors while offering our clients a best-in-class real estate experience.”

As part of the Weichert franchise network, Harrosh and Safran’s team can take advantage of training programs provided by Weichert to help them offer the best real estate service in the industry. The office will also be eligible to receive sales leads from the Weichert call center to help grow its local market share.

“Joining the Weichert franchise family is a definite game-changer for us,” added Harrosh.

Weichert Real Estate Affiliates, Inc. President and COO Bill Scavone was pleased to welcome the newest West Coast affiliate. “I am thrilled to welcome our new friends at Weichert, Realtors® - All Stars and their clients to the Weichert family. Their office has a reputation for great customer service and they are highly regarded in Beverly Hills and surrounding areas. The office also shares our client-first philosophy and is rooted in the region it serves.”

Weichert, Realtors® - All Stars is an independently owned and operated Weichert affiliate. The office serves Beverly Hills, Bel Air, Holmby Hills, Westwood, Brentwood, Pacific Palisades, Marina Del Rey, Mar Vista, Venice, Cluver City, Century City, Manhattan Beach, Redondo Beach, and West Los Angeles.

For more information about Weichert, Realtors® - All Stars, located at 292 South La Cienega Boulevard, Suite 200, in Beverly Hills, contact Karen Harrosh or Joseph Safran at 310-922-9300 or visit wralstars.com.

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Karen Harrosh



Joseph Safran

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.