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## **Weichert® Increases West Coast Presence With Addition of Southern California Office** **Weichert, Realtors® - Superior Homes Opens in Ventura County**

OXNARD, Calif. / Dec. 5, 2018 – Weichert Real Estate Affiliates, Inc. continues to grow its market presence on the West Coast with the addition of Weichert, Realtors® - Superior Homes, a new affiliate in Southern California.

The addition of the new real estate office in Oxnard, formerly known as Superior Realty Group, marks the ninth Weichert® affiliate in the state.

The company's owners, Jose and Mary Escamilla, made the decision to franchise after meeting with the Weichert leadership team at their headquarters in Morris Plains, New Jersey. The couple saw tremendous value in joining a national brand like Weichert and the support it provides its affiliated owners, brokers and agents.



Jose Escamilla

"As an independent office we've done very well over the years, but we thought we needed a little more structure and resources to help take us to the next level," said Jose Escamilla. "That's when we decided to look into franchising."

"We looked into what Weichert had to offer and we liked what we saw," added the company's broker. "Your agents need as much support and training as you can give them when doing business in a highly competitive market like ours, and that's definitely something we'll get from Weichert."

As part of the Weichert franchise network, Escamilla'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.

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

Weichert, Realtors® - Superior Homes is an independently owned and operated Weichert affiliate. The office serves Ventura County as well as parts of Santa Barbara and Los Angeles counties.

For more information about Weichert, Realtors® - Superior Homes, located at 120 Magnolia Avenue in Oxnard, contact Jose Escamilla at 805-487-3880 or visit [www.superiorrealtygroup.com](http://www.superiorrealtygroup.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](http://Weichert.com) or for information on franchise opportunities visit [WeichertFranchise.com](http://WeichertFranchise.com).

*Each Weichert® franchised office is independently owned and operated.*