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

Branson-based Boutique Real Estate Agency Joins Weichert® National Franchise Network **Weichert, Realtors® - Good Life opens in Missouri**

BRANSON, Mo. / Jan. 2, 2019 – Weichert Real Estate Affiliates, Inc. is pleased to announce that Good Life Realty of Missouri, one of the Branson/Tri-Lakes area’s leading boutique agencies, has joined their national franchise system.

The new office, now known as Weichert, Realtors® - Good Life, is an independently owned and operated Weichert® affiliate managed by La Nora Kay, the company’s owner/broker.



La Nora Kay

“I’m very excited to be affiliating with a national brand that provides tremendous value and resources to help my agents achieve new levels of real estate success,” said Kay. “It’s so important for real estate buyers and sellers to have a well-trained professional guide in today’s market.”

As part of the Weichert franchise network, Kay’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.

“With the addition of a nationally recognized name like Weichert, their tools, resources and global outreach combined with our local expertise and marketing, our office can provide a level of professional service that far exceeds our clients’ needs and expectations,” Kay added.

Kay’s decision to join the national franchise system was also influenced by the family atmosphere at Weichert. “The Branson/Tri-Lakes area attracts many people for full- and part-time residency because it’s a warm and friendly community, the natural beauty and traditional family values,” said Kay. “With Jim Weichert’s entrepreneurial beginning almost 50 years ago, the commitment to service and excellence in real estate with leading technology, it was a perfect blend.”

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

Weichert, Realtors® - Good Life is a full service real estate agency serving Taney and Stone counties.

For more information about Weichert, Realtors® - Good Life, located at 2277 Highway 265 in Branson, contact La Nora Kay at 417-338-4500 or visit goodlifebranson.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.