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## Weichert, Realtors® - New Colony Announces Company Name Change

COLUMBIA, Md. / Jan. 10, 2019 – Weichert, Realtors® - New Colony, located in Columbia and Mount Airy, is pleased to announce that the company has officially changed its name to Weichert, Realtors® - McKenna & Vane.

The new name reflects the Weichert® affiliate's evolving focus towards a team approach to better assist clients while offering its agents the autonomy to promote themselves and their individual brand.

"Fifteen years ago David and I started a team that eventually turned into a brokerage," said Michael McKenna, the associate broker and president of Weichert, Realtors® - McKenna & Vane. "Our belief in a team effort to provide our clients the best real estate service available continues today with the unveiling of our new name."



Michael McKenna

The name change is part of the company's strategic business plan, which also features newly branded Weichert marketing materials, traditional and digital advertising, and other resources to help their agents stand apart from the competition.

"I believe everything starts with a name – especially in a business like ours where people come first," said the company's broker and co-founder, David Vane. "That's what excites me about our new name, you're greeted by two names which are part of a much larger team."



David Vane

Weichert, Realtors® - McKenna & Vane is an independently owned and operated Weichert affiliate. The company is a full-service real estate sales, leasing and management company that serves Howard and surrounding counties.

For more information about Weichert, Realtors® - McKenna & Vane, located at 6925 Oakland Mills Road, Suite A, in Columbia and 108 East Ridgeville Blvd. in Mount Airy, contact Michael McKenna at 301-703-8605 or visit [mckennavane.com](http://mckennavane.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](http://Weichert.com) or for information on franchise opportunities visit [WeichertFranchise.com](http://WeichertFranchise.com).

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