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Weichert® Increases National Franchise Footprint with Addition of New Mexico Office Weichert, Realtors® - Image Becomes Newest Southwest Affiliate

ALBUQUERQUE, N.M. / Feb. 8, 2019 – Weichert Real Estate Affiliates, Inc. is pleased to announce that Image Realty in Albuquerque has joined their national franchise system.

The new office, now known as Weichert, Realtors® - Image, is an independently owned and operated Weichert® affiliate run by Owners Peter Cochran and Natalia Beraún.

The addition of Weichert, Realtors®- Image continues the franchise's national expansion, which now has affiliated offices in 38 states with the addition of its New Mexico franchise.

"We're excited to join a national brand that offers proven management systems and training programs to grow our office and help our agents succeed," said Cochran.

As part of the Weichert franchise network, Cochran and Beraún'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.

The office, which is the first-ever Weichert affiliate in the Albuquerque metro area, also sees tremendous value in joining a national brand built by real estate agents.

"The key to succeeding in real estate is understanding what your clients' needs are and delivering on what they want," said Beraún. "The resources provided by Weichert will not only help us meet the needs of our clients, but will also be able to far exceed their expectations."

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

Weichert, Realtors® - Image, a full-service real estate company, serves the Albuquerque metro area.

For more information about Weichert, Realtors® - Image, located at 9400 Holly Avenue NE, Building 4, in Albuquerque, contact Peter Cochran at 505-207-3432 or visit imagerealtyabq.com.

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Peter Cochran



Natalia Beraún

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* 2019 Franchise 500 and was identified in 2019 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.