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Weichert® Increases Midwest Presence with Addition of New Wisconsin Office **Weichert, Realtors® - Jarpo Group Joins Weichert National Franchise Network**

WAUSAU, Wis. / March 27, 2019 – Weichert Real Estate Affiliates, Inc. continues to grow its Midwest market presence with the addition of Weichert, Realtors® - Jarpo Group in Wausau, Wisconsin.

The addition of the new real estate agency marks the third Weichert® affiliate office in the state and first in Marathon County.

The owners of the company, Robert and Alyson Petersen, made the decision to franchise after meeting with the Weichert leadership team in Morris Plains, New Jersey. The couple saw tremendous value in joining a brand like Weichert and the support they provide their affiliated owners, brokers and agents.



Alyson Petersen

“We were thoroughly impressed with the overall business platform that Weichert offers its franchise offices to help them capture a larger share of their local real estate market,” said Robert Petersen, who is also the third-generation owner of a successful family-owned hydraulic company in Tomahawk, Wisconsin.

“The business tools and agent training programs provided by Weichert will really help us grow our real estate company,” added Petersen,

As part of the Weichert franchise network, the Wausau affiliate can take advantage of agent training programs and management systems to help offer the best real estate service in the industry. The office is also eligible to receive sales leads from the Weichert call center to help grow its local market share.

The Petersens’ decision to join the national franchise system was also influenced by the family atmosphere at Weichert.

“We feel like we’re part of a large family after joining Weichert. The company culture at Weichert is just like ours. It’s very welcoming,” added Alyson Petersen.

Weichert Real Estate Affiliates, Inc. President and COO Bill Scavone was pleased to welcome the newest Wisconsin affiliate. “I am thrilled to welcome our new friends at Weichert, Realtors® - Jarpo Group and their clients to the Weichert family. Their office shares our client-first philosophy and is rooted in the region it serves.”

Weichert, Realtors® - Jarpo Group is an independently owned and operated Weichert affiliate. The office serves Central Wisconsin.

For more information about Weichert, Realtors® - Jarpo Group, located at 3001 Rib Mountain Drive, Suite C, contact Alyson Petersen at 715-804-5082.

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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* 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 350 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.