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## **CEM Properties, LLC Joins Weichert® National Franchise Network** **Weichert, Realtors® - Lilac Properties Becomes Newest New York Affiliate**

ROCHESTER, N.Y. / April 8, 2019 – Weichert Real Estate Affiliates, Inc. is pleased to announce that CEM Properties, LLC in Rochester has joined their national franchise system.

The new office, now known as Weichert, Realtors® - Lilac Properties, is an independently owned and operated Weichert® affiliate run by Broker/Owner Curt Amesbury.

“We’re extremely excited to take advantage of all the resources and support that Weichert provides to help our agents achieve individual success while growing our office’s local market share,” said Amesbury.



**Curt Amesbury**

As part of the Weichert franchise network, agents at the New York affiliate 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 Rochester agency also sees tremendous value in joining a national brand built by real estate agents.

“In our conversations, I could tell how genuine and passionate everyone at Weichert was about franchising,” added Amesbury. “They’ve ‘been there and done that’ with all-things real estate and know what works best.”

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

Weichert, Realtors® - Lilac Properties is a full-service real estate company that specializes in residential real estate as well as property management, investment properties and mixed use properties. The office serves Monroe County and surrounding areas.

For more information about Weichert, Realtors® - Lilac Properties, located at 1580 Elmwood Avenue, Suite 1F, in Rochester, contact Curt Amesbury at 585-613-4604 or visit [cemproperty.com](http://cemproperty.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* 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](http://Weichert.com) or for information on franchise opportunities visit [WeichertFranchise.com](http://WeichertFranchise.com).

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