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Weichert, Realtors® - Ruffino Real Estate Partners With Tech Company To Offer 3D Home Tours

MILFORD, Pa. / June 14, 2019 – Weichert, Realtors® - Ruffino Real Estate is pleased to announce it has partnered with a technology company specializing in virtual tours to offer home buyers and sellers in Pike and Wayne counties a unique real estate experience.

Using a digital platform provided by Matterport, agents at the Milford-based Weichert® affiliate can easily create an immersive online 3D experience that allows viewers to walk through and tour a Weichert listed property from anywhere in the world before they ever see it in person.

“We’re thrilled to be able to offer home buyers around the world a virtual tour of homes here in Pike and Wayne counties that are listed for sale by our agents,” said Donna Ruffino, the owner of Weichert, Realtors® - Ruffino Real Estate. “Adding state-of-the-art technology like this to the industry-leading resources from Weichert that we’re already using is a definite game-changer for both our agents and clients.”

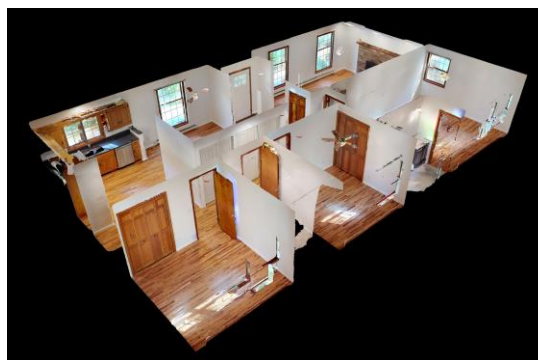
Using technology that allows viewers to take a virtual tour of properties listed for sale by Ruffino’s agency is a smart move, given the number of vacation and second home destination real estate transactions handled by the company.

“These virtual tours make you feel like you’re actually walking through a house, even though you’re miles and miles away,” added Ruffino. “This not only gives us another unique way to market our clients’ homes for sale, it helps us to reach an even greater number of customers by offering a home viewing experience like never before.”

Weichert, Realtors® - Ruffino Real Estate is an independently owned and operated Weichert® affiliate. The office serves Pike and Wayne counties.

For more information about Weichert, Realtors® - Ruffino Real Estate, located at 406 West Hartford Street in Milford, please contact Donna Ruffino at 570-296-7570 or visit www.ruffinorealestate.com.

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Weichert, Realtors® - Ruffino Real Estate now uses virtual tours to help clients sell their homes. Pictured is a 3D model of a home listed for sale by the Milford-based real estate agency.

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.