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Weichert, Realtors® – Coastal Properties Announces new Marketing Director Kelly Ryan to step into the role at the Weichert® this Fall 2019

HILTON HEAD, S.C. / June 27, 2019 – Weichert, Realtors® – Coastal Properties is proud to announce the addition of a new Marketing Director, Kelly Ryan.

Ryan has many years of experience in public relations and media planning, representing travel, lifestyle and hospitality brands. Ryan has provided services for clients such as The Coca-Cola Company, Hilton Worldwide, Major League Lacrosse, Kimpton Hotels & Resorts, City Winery, Pilot Flying J and Northrop Grumman Foundation, among others. She has secured coverage on behalf of clients in outlets including *Good Housekeeping*, *The Wall Street Journal*, *Travel + Leisure*, *Ocean Drive*, *The Boston Globe*, *People Magazine*, and more.



Kelly Ryan

Ryan is a native of Hilton Head Island, South Carolina and received her Bachelor of Science degree in Public Relations from the University of Tennessee, as well as Master of International Business and Master of International Marketing degrees from Hult International Business School.

In her most recent role, Ryan was independently managing and operating the Charleston office of Northeast's largest public relations firm, Regan Communications Group. Ryan handled everything from new business acquisition, implementation of public relations strategies to nurturing client relationships. She had the opportunity to personally represent clients such as Major League Lacrosse, Riceland Foods, Merchants Hall, The Pinckney Mansion archaeological dig, Murphy USA Gas Stations, Anchorage 1770, Nectar Sunglasses, and more.

Her proudest accomplishments include creating media coverage and awareness for the 2018 Major League Lacrosse Championship in Charleston and securing her wedding venue client, Merchants Hall, as one of *Southern Living*'s 'Best Wedding Venues in Charleston,' a month after opening.

For the Ryan family, Kelly joining the company will mark the whole family working at Weichert, Realtors® – Coastal Properties. Parents Joe and Karen Ryan own and operate the company and her brother Joey Ryan also joined the business last year.

"I am excited to finally join my family's company," says Ryan, "After years of building up my PR and Marketing experience and tools, I'm really looking forward to implementing them in this new role."

Weichert, Realtors® - Coastal Properties is an independently owned and operated Weichert affiliate. The company has offices in Hilton Head, Beaufort, Bluffton and Okatie/Sun City.

For more information about Weichert, Realtors® - Coastal Properties, contact Joe or Karen Ryan at 843-341-3700 or visit www.weichertcp.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 or for information on franchise opportunities visit WeichertFranchise.com.

Each Weichert® franchised office is independently owned and operated.