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Rainbow Funding and Realty, LLC Joins Weichert® National Franchise Network **Weichert, Realtors® - Rainbow Properties Becomes Newest California Affiliate**

NEWARK, Calif. / July 22, 2019 – Weichert Real Estate Affiliates, Inc. is pleased to announce that Rainbow Funding and Realty, LLC in Newark has joined their national franchise system.

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

“We’re excited to be a part of a national brand like Weichert,” said Modzelski. “We’re also eager to take full advantage of the tools and systems they provide to help us create even greater home buying and selling experiences for our clients.”

Modzelski made the decision to join a national franchise system after meeting with the Weichert leadership in Morris Plains, New Jersey. He saw tremendous value in joining a brand like Weichert and the support they provide their affiliated owners, brokers and agents.

“I met with about a dozen other brands and none of them could compete with what Weichert could offer us – like their digital platforms and training programs, which would be cost-prohibitive for an independent agency like ours,” added Modzelski.

As part of the Weichert franchise network, Modzelski’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.

“I believe the more you give, the more you get back,” said Modzelski. “I want to give the people that work for me everything they need to reach their real estate goals, and Weichert gives them everything they need.”

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

Weichert, Realtors® - Rainbow Properties is a full-service real estate company. The office serves the San Francisco Bay area.

For more information about Weichert, Realtors® - Rainbow Properties, 6658 Thornton Avenue in Newark, contact Adam Modzelski at 800-782-5626 or visit www.rainbowfunding.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 39 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.