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## **Weichert® Increases Southwest Presence with Addition of New Oklahoma Office** **Weichert, Realtors® - Leader Group Joins Weichert National Franchise Network**

MCALESTER, Okla. / Oct. 21, 2019 – Weichert Real Estate Affiliates, Inc. continues to grow its national franchise footprint with the addition of Weichert, Realtors® - Leader Group in McAlester, Oklahoma.

The addition of the new real estate office, formerly known as Leader Group Realty, marks the third Weichert® affiliate office in the state and first in Pittsburg County.

“We’re really excited about joining the Weichert national franchise family,” said Balch, who opened the stand-alone real estate agency in 2006. “The company philosophy at Weichert is so much like ours, which makes this new partnership feel like the perfect match. It’s also a move that will help our office offer our clients even better real estate service.”



Kristy Balch

As part of the Weichert franchise network, Balch’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.

“Joining the Weichert franchise family gives us access to all the resources and support that are needed to help us stand apart from the competition while delivering the most customer-focused real estate service in the industry,” added Balch.

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

Weichert, Realtors® - Leader Group is an independently owned and operated Weichert affiliate. The office serves Pittsburg and Latimer counties.

For more information about Weichert, Realtors® - Leader Group, located at 1301 S. 2<sup>nd</sup> Street in McAlester, contact Kristy Balch at 918-423-9458 or visit [leadergrouprealty.org](http://leadergrouprealty.org).

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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 40 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.*