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Weichert® Increases Midwest Presence with Addition of New Wisconsin Office **Weichert, Realtors® - Great Day Group joins Weichert national franchise network**

BARABOO, Wis. / Jan. 16, 2020 – Weichert Real Estate Affiliates, Inc. continues to grow its Midwest market presence with the addition of Weichert, Realtors® - Great Day Group in Baraboo, Wisconsin.

The agency, formerly known as Great Day Real Estate, marks the third Weichert® affiliate office in the state and first in Sauk County.

The owners of the company, Randy Kuhnau, Judy Weiland, Gregg McArthur and Michael Weyh, made the decision to join the franchise after meeting with the Weichert leadership team in Morris Plains, New Jersey. The group saw tremendous value in joining a brand like Weichert and the support it provides its affiliated owners, brokers and agents.

“We were thoroughly impressed with the training programs, management systems and back-end support that Weichert offers its franchise offices,” said Weiland, who is also the company’s managing broker.

As part of the franchise network, the Baraboo affiliate has access to the full suite of Weichert marketing tools and its smart technology platform to help them service buyers and sellers, as well as capture a larger share of their local market.

“Utilizing the resources provided by Weichert will help us grow our business much quicker than we could as a stand-alone agency,” added Weiland. “It also makes us a more attractive destination for agents who want to be affiliated with the industry’s premier brand.”

Joining the national franchise system will also help the Baraboo-based agency expand into new markets.

“Expanding into new markets like Wisconsin Dells, Sauk City, Portage and Madison has been a goal of ours ever since we opened in 2016. But we wanted to establish ourselves locally first,” said Weyh. “Joining Weichert gives us everything we need to increase our market share.”

The affiliate owners also believe customer faith in the Weichert brand and culture at the family-owned real estate company is a tremendous asset.

“Weichert is built on the philosophy of putting its clients’ needs first, and that’s an exact match for our customer-comes-first philosophy,” said McArthur.

That shared philosophy, coupled with the unique business perspective that each owner brings to the table, will help the Wisconsin affiliate stand apart from the competition.

“Joining Weichert is a game-changer for both our office and clients,” said Kuhnau. “The Weichert name and resources that come with it will be the driving force that helps us create an even greater home buying and selling experience for our customers.”

Weichert Real Estate Affiliates, Inc. President and COO Bill Scavone was pleased to welcome the newest Wisconsin affiliate. “I am thrilled to welcome our new friends at Weichert, Realtors® - Great Day Group and their clients to the Weichert family. Their office shares our client-first philosophy and is rooted in the region it serves.”



Pictured (l-r) at Weichert, Realtors® - Great Day Group is: Mike Weyh, Randy Kuhnau, Judy Weiland and Gregg McArthur.

Weichert, Realtors® - Great Day Group is an independently owned and operated Weichert affiliate. The office serves south central Wisconsin.

For more information about Weichert, Realtors® - Great Day Group, located at 700 Moore Street in Baraboo, contact Judy Weiland at 608-356-0120 or visit greatdaybrokers.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 40 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.