

FOR IMMEDIATE RELEASE

CONTACT:
Michele Watson
Weichert Real Estate Affiliates, Inc.
973-401-5534
mwatson@weichertrealtors.net

Weichert, Realtors® - Advantage Plus Adds Marlene Bernasconi **Will Serve As Sales Manager For South Office**

KNOXVILLE, Tenn. / Apr. 27, 2020 — Weichert, Realtors® - Advantage Plus, located in Knoxville, is proud to announce that Marlene Bernasconi has joined the company as the Sales Manager of their South Office.

Bernasconi will oversee new agent recruiting, training and development, as well as manage customer acquisition activities such as open houses and call sessions. She comes to Weichert, Realtors® - Advantage Plus from a sister Weichert franchised office in Miami and brings more than 20 years of real estate experience to the company.

“Marlene is an excellent addition to our management team,” said Jeff Grebe, the broker/owner of Weichert, Realtors® - Advantage Plus. “Marlene’s experience in the industry, together with her strong recruiting record and talent for forging strong relationships with agents and clients will be a tremendous asset for our company. We are thrilled to welcome Marlene to our team.”



Marlene Bernasconi

Originally from Miami, Florida, Bernasconi recently made her move to Tennessee. Her vast real estate career includes time spent with Keller Williams and The Keyes Company, as well as serving as the Marketing Director at CB Richard Ellis, before becoming a Managing Broker for Weichert, Realtors® - Best Beach Real Estate in Miami. She was the number one recruiter among Weichert franchised offices across the country in 2015 and helped double production of her office in her first year. Bernasconi holds a bachelor’s degree in business administration from the University of Florida and is fully bilingual.

Bernasconi will lead an energetic team of knowledgeable and dedicated agents at Weichert, Realtors® - Advantage Plus, which brings many years of combined real estate experience to their clients.

As a Weichert manager, Bernasconi will have access to the latest agent training content, as well as top sales, marketing and technology resources to help her agents be productive and offer their clients a superior home buying and selling experience.

Bernasconi lives in Knoxville, Tennessee.

Weichert, Realtors® - Advantage Plus is an independently owned and operated Weichert affiliate. The company has two offices serving Knoxville, Farragut and surrounding areas.

For more information about Weichert, Realtors® - Advantage Plus, located at 10160 Parkside Drive and 221 W. Young High Pike in Knoxville, contact Justina Patton at 865-474-7100 or visit www.advantageplustn.com.

###

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* 2020 Franchise 500 and was identified in 2020 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.