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

New Brokerage Weichert, Realtors® - R.E. 1790 Opens in Cincinnati

Cincinnati, Ohio / May 4, 2020 – Weichert Real Estate Affiliates, Inc. is pleased to welcome a brand-new real estate brokerage in Cincinnati to its national franchise network.

Weichert, Realtors® - R.E. 1790 is run by broker/owner Kellie Barter, a 19-year real estate veteran, who comes from one of the largest competing brokerages in the area. Joining her are several well-known real estate teams in the area: Kathy Bryant & Associates, The Schirmer's, Thornton Group and Barter Group. The company opened its doors in April and is ready to help area residents with their real estate needs.



Kellie Barter

After many years of working for another brokerage, Barter felt it was the right time to start her own company. She has a long track record of real estate brokerage successes, including office turn-arounds and doubling agent rosters. Barter felt the time was right to create her own success story with the power of the Weichert brand behind her, "I loved the fact that Weichert is family-oriented and still an independent, but I have the support of the corporate office." She added, "While there are other Weichert offices in Ohio, there are none here in Cincinnati, so being able to bring something new and fresh to the residents and agents in this area is really exciting."

For Barter, technology was a big piece of the puzzle, "The ability to have a strong tech package to offer agents and service clients is huge and that was one of the big selling points of Weichert." Barter also values training and developing agents and looks forward to the support she will get from Weichert in that area as well. "One of the most rewarding things for me is training agents, getting them up and going and seeing their success. It's just awesome," said Barter. "I look forward to all the support and training opportunities that Weichert has available that will help me bring additional value to that process for my agents."

Barter lives in Stonelick Township, Ohio. She was born and raised in the Cincinnati area and looks forward to her brokerage becoming an integral part of the community. In fact, she chose her brokerage name as a tribute to the year the city of Cincinnati was founded. "We are just excited to be part of this great community. Companies that are successful here are locally- and family-owned. Weichert, Realtors® - R.E. 1790 is a locally-owned company with strong roots and I look forward to serving clients here for a long time."

Weichert Real Estate Affiliates, Inc. President and COO Bill Scavone was pleased to welcome the newest Ohio affiliate. "I am thrilled to welcome our new friends at Weichert, Realtors® - R.E. 1790 and their clients to the Weichert family. Their agent teams already have a reputation for strong customer service, and we look forward to watching the company grow in the Cincinnati and surrounding areas. The company also shares our client-first philosophy and is rooted in the region it serves."

Weichert, Realtors® - R.E. 1790 is an independently owned and operated Weichert affiliate. The company specializes in residential and commercial sales and currently serves the Greater Cincinnati area.

For more information about Weichert, Realtors® - R.E. 1790, located at 6832 Main Street in Cincinnati, contact Kellie Barter at 513-272-1790 or visit re1790.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* 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.