

Weichert®

REAL ESTATE AFFILIATES, INC.

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Weichert® Named One of the Top 100 Best Franchise Cultures

Franchisee satisfaction elevates Weichert Real Estate Affiliates, Inc. onto Franchise Business Review's Inaugural "Culture100" List

Morris Plains, N.J. / September 29, 2020 – Weichert Real Estate Affiliates, Inc. is proud to announce it has earned a place on [Franchise Business Review](#)'s first annual "[Culture 100](#)" list. The 2020 ranking was based on survey results collected from Weichert franchisees in the areas of: franchise leadership, mission, community, and overall franchisee satisfaction.

Franchise Business Review (FBR) is a franchise market research firm that performs independent surveys of franchisee satisfaction and provides the only rankings of franchises based solely on actual franchisee satisfaction and performance. Weichert was among the more than 300 franchise brands, representing over 27,000 franchise owners, that participated in FBR's research. Each participating company's franchisees were surveyed on 33 benchmark questions about their experience and satisfaction, including the four "company culture" areas of their franchise system. Weichert scored above the survey's benchmark in each of those areas, with Core Values ("Mission") being its highest scored area.

It is no surprise to Bill Scavone, President and COO of Weichert Real Estate Affiliates, Inc. In fact, Scavone views the franchise system's unique culture of support as one of the top reasons why Weichert owners enjoy their affiliation. "Our unique franchise culture starts with our team and extends into each of our 370 affiliate offices in 41 states," said Scavone. "Our owners have a great relationship with our service team and with each other. They love to help each other succeed, through idea-sharing and support. It's a culture of family and shared purpose that we work hard to encourage and sustain. To see this reflected in the FBR survey results is both satisfying and motivating. We are grateful to the entire Weichert franchise family for their support."

With more than 50 years of success, Weichert is a proven leader and recognized brand in the national market. It offers a market-tested system that gives brokerage owners both the leads and the tools to allow them to achieve real growth in their business. The brand's "one-size-does-not-fit-all" approach aims to complement their affiliates' individual styles and allow them to synthesize their own approach in their local area.

This inaugural "Culture 100" list distinction is only the latest in a string of recognitions for the franchise this year, according to Scavone. Weichert Real Estate Affiliates, Inc. also appeared on FBR's 2020 Top Franchise list, their 50 Best Franchises for Women list, their 50 Best Second-Career Franchise list, and their Top Low Cost Franchise list. In addition, Weichert appeared on Entrepreneur Magazine's 2020 Franchise 500 list.

To learn more about franchise opportunities with Weichert Real Estate Affiliates, Inc., visit weichertfranchise.com. Visit FranchiseBusinessReview.com to see the full list of the [2020 Best Franchise Cultures](#).

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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 41 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.