

FOR IMMEDIATE RELEASE

CONTACT:
Evan Roeser
Weichert Real Estate Affiliates, Inc.
973-401-5578
eroeser@weichertrealtors.net

Metairie-Based Real Estate Agency Joins Weichert[®] National Franchise Network **Weichert, Realtors[®] - Harlow & Company Becomes Newest Louisiana Affiliate**

METAIRIE, La. / Feb. 9, 2021 – Weichert Real Estate Affiliates, Inc. is pleased to announce that Weichert, Realtors[®] - Harlow & Company, formerly known as Harlow Realtors, has joined its national franchise system.

Weichert, Realtors[®] - Harlow & Company becomes the eighth Weichert[®] affiliate in Louisiana and the second in Jefferson Parish.

“We’re very excited to be a part of the Weichert national franchise system,” said Christian Harlow, the company’s broker/owner. “While talking with the Weichert leadership team, everything we heard convinced us that this partnership was the right move. I like to surround myself with good people, and I truly believe the values of our office line up extremely well with those of the Weichert organization.”



Christian Harlow

As part of the franchise network, the Metairie affiliate has access to the Weichert smart technology platform, which will help its agents better service buyers and sellers, as well as help increase their productivity and market share.

The office can also leverage a wide array of marketing tools, and will receive in-depth coaching and support from a dedicated support team at Weichert Real Estate Affiliates, Inc.

“The tools, training programs and support that Weichert provides to its franchise offices was one of the determining factors in our decision to join the network,” continued Harlow. “I believe these tools will help our agents and our office continue to grow.”

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

Weichert, Realtors[®] - Harlow & Company is an independently owned and operated Weichert affiliate. The office serves Metairie, New Orleans and the surrounding areas.

For more information about Weichert, Realtors[®] - Harlow & Company, located at 1539 Metairie Road in Metairie, contact Christian Harlow at 504-267-1195 or visit www.weichertharlow.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 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.