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Weichert® Increases North Carolina Presence with Addition of Weichert, Realtors® - High Country Realty

WEST JEFFERSON, N.C. / Feb. 1, 2021 – Weichert Real Estate Affiliates, Inc. continues to grow its presence in the North Carolina market with the addition of Weichert, Realtors® - High Country Realty, a new affiliate located in West Jefferson.

The addition of the Ashe County-based real estate company, formerly known as High Country Realty of North Carolina, marks the 17th Weichert® franchised office in North Carolina.

“We’re very excited about our new partnership with Weichert,” said Jim Mislang, the company’s broker/owner who operates the company along with his wife and co-owner, Irene Sabol. “It’s great to be a part of a national brand that has tremendous name recognition and incredible resources for its affiliated offices and their agents,” added Mislang.



Irene Sabol and Jim Mislang

As part of the Weichert franchise network, Mislang’s team 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.

Weichert Real Estate Affiliates, Inc. President and COO Bill Scavone was pleased to welcome the newest North Carolina affiliate. “I am thrilled to welcome our new friends at Weichert, Realtors® - High Country Realty and their clients to the Weichert family. Their office has a reputation for great customer service, and they are very highly regarded in the area. The office also shares our client-first philosophy and is rooted in the regions it serves.”

Weichert, Realtors® - High Country Realty is an independently owned and operated Weichert affiliate. The office serves Alleghany, Ashe, Avery and Watauga counties.

For more information about Weichert, Realtors® - High Country Realty, located at 214 S Jefferson Avenue in West Jefferson, contact Jim Mislang at 336-846-6875 or visit <https://www.highcountryrealtync.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 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.