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Weichert® Increases West Coast Presence with Addition of Northern California Office **WEICHERT, REALTORS® - HH and Associates Opens in Bay Area**

BRENTWOOD, Calif. / April 25, 2017 – Weichert Real Estate Affiliates, Inc. continues to grow its market presence on the West Coast with the addition of WEICHERT, REALTORS® - HH and Associates, its newest affiliate in Northern California. The addition of the new real estate office in Brentwood, formerly known as Ridgewater Real Estate Services, marks the ninth Weichert® office in the state.

The Brentwood-based real estate agency made the decision to franchise after the company's owners, Maggie Hurtado, Dave Hansen and Susan Hansen, met with the Weichert leadership team in Morris Plains, N.J. The trio saw tremendous value in joining a brand like Weichert and the support they provide their affiliated owners, brokers and agents.

"We believe strongly in building up our managers and agents to help them provide the best real estate service available, but you have to have the right systems in place to do that," said Hurtado. "Making those systems available to your agents can be a challenge when you're an independent agency. This is one of the many things Weichert can help us with."

As part of the Weichert franchise network, Hurtado's team can take advantage of trainings provided by Weichert – starting with a three-day intensive in-office session to familiarize agents with the Weichert business approach. The San Francisco Bay Area affiliate will also be eligible to receive sales leads from the Weichert call center to help grow its local market share.

Hurtado's business partner, Dave Hansen, sees a long-term benefit to joining the Weichert franchise network as well.

"We'd love to open a second office in San Jose in a few years," said Hansen. "Taking advantage of the systems provided by Weichert and the consistency they bring to help our office work in unison has a powerful impact on the communities we serve. They'll also help us capture a larger share of the local real estate market."

Weichert Real Estate Affiliates, Inc. President and COO Bill Scavone was pleased to welcome the newest West Coast affiliate. "I am thrilled to welcome our new friends at WEICHERT, REALTORS® - HH and Associates and their clients to the Weichert family. Their office has a reputation for great customer service and they are highly regarded in the Bay area. The office also shares our client-first philosophy and is rooted in the region it serves."

WEICHERT, REALTORS® - HH and Associates is a full service real estate agency serving the San Francisco Bay area. The office is also a member of the Delta Association of REALTORS, California Association of REALTORS and National Association of REALTORS.

For more information about WEICHERT, REALTORS® - HH and Associates, located at 9000 Brentwood Boulevard, Suite C, contact Dave Hansen at 925-634-4611 or visit www.WeichertHH.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, Realtors, 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* 2017 Franchise 500 and is identified in 2017 by *Franchise Business Review* as one of the top U.S. franchises. Weichert Real Estate Affiliates, Inc. has offices serving over 300 markets in 39 states. For more information about Weichert, visit Weichert.com or for information on franchise opportunities visit WeichertFranchise.com.



WEICHERT, REALTORS® - HH and Associates is the newest California affiliate. Pictured are company owners Maggie Hurtado and Dave Hansen.

Each WEICHERT® franchised office is independently owned and operated.