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## **Weichert® Affiliated Broker Elected to Arizona Association of REALTORS Board of Directors** **Sally Liddicoat at WEICHERT, REALTORS® - Peak Performance Excited to Join Governing Board**

EL MIRAGE, Ariz. / Aug. 4, 2017 – WEICHERT, REALTORS®- Peak Performance is proud to announce that Sally Liddicoat has been elected to serve as a quota director on the Arizona Association of REALTORS (AAR) board of directors. Liddicoat is the broker/owner of WEICHERT, REALTORS®- Peak Performance, an independently owned and operated Weichert® affiliate in El Mirage.

Liddicoat's two-year term runs Jan. 1, 2018 to Dec. 31, 2020 and she will be responsible for setting policies to help improve the level of service provided by the state's real estate professionals. She will also be tasked with representing her regional association, West Maricopa Association of REALTORS (WeMAR), at the state level.

"I am tremendously honored to be selected to serve as a board member for our statewide real estate association," said Liddicoat, an Arizona licensed broker who opened her own real estate agency in 2013. "I have been actively involved with both my regional and state REALTORS association for years. Joining the AAR board gives me an opportunity to help our members get the most out of their affiliation with our state association."



**Sally Liddicoat**

Liddicoat obtained her real estate license seven years ago. She was named to the AAR board of directors after her regional association, WeMAR, elected her in July to fill the two-year post. Each of the state's regional REALTORS associations gets to elect one of its members to serve at the state level as a quota director.

In addition to her responsibilities as an AAR board member, Liddicoat will continue to serve on WeMAR's communications and technologies committee and its professional development committee. She will also remain involved with AAR's professional and business development committee and various other statewide workgroups.

WEICHERT, REALTORS® - Peak Performance is an independently owned and operated Weichert affiliate. The office, which joined the Weichert nation franchise system in April to grow its local market share, serves the Phoenix metro area.

For more information about WEICHERT, REALTORS® - Peak Performance, located at 14618 N. 125<sup>th</sup> Lane in El Mirage, contact Sally Liddicoat at 623-321-3486 or visit [www.peakperformancerealestate.com](http://www.peakperformancerealestate.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 the top traditional residential real estate franchises in *Entrepreneur's* 2017 Franchise 500 and is identified in 2017 by *Franchise Business Review* as one 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](http://Weichert.com) or for information on franchise opportunities visit [WeichertFranchise.com](http://WeichertFranchise.com).

*Each WEICHERT® franchised office is independently owned and operated*