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## **Weichert® Increases Midwest Presence with Addition of New Minnesota Office** **Paulson Land Company Joins Weichert National Franchise Network**

BATTLE LAKE, Minn. / June 8, 2018 – Weichert Real Estate Affiliates, Inc. continues to grow its Midwest market presence with the addition of Weichert, Realtors® - Paulson Land Company in Battle Lake, Minnesota. The addition of the new real estate agency, formerly known as Paulson Land Company, marks the 13<sup>th</sup> Weichert® affiliate office in the state.

The owners of the company, Steven Young and Laurie Henkes, began talking with representatives at Weichert Real Estate Affiliates, Inc. earlier this year to discuss the possibility of growing their business through franchising.

“It’s difficult for an independent agency like ours to build out training programs to help new agents become productive as quickly as possible,” said Young, the company’s broker. “Joining Weichert gives us access to resources to not only attract and train new agents, they’ll help us grow our business.”

As part of the Weichert franchise network, the Battle Lake affiliate can take advantage of training programs to help agents offer the best real estate service in the industry.

Warm sales leads from the Weichert call center as well as an opportunity to remain autonomous also factored into the decision to go with the Weichert brand.

“The Paulson Land Company name was built on honesty and integrity,” said Henkes. “We didn’t want to lose our identity and who we are in whatever direction we decided to go.”

“Access to resources like the Weichert call center is another plus for us. It would be a lot harder for us to increase our local market share without these types of resources from Weichert.”

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

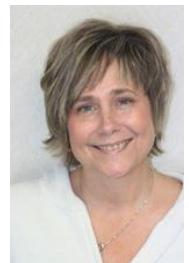
Weichert, Realtors® - Paulson Land Company is an independently owned and operated Weichert affiliate. The office serves Otter Tail County and surrounding areas.

For more information about Weichert, Realtors® - Paulson Land Company, located at 117 N. Lake Avenue in Battle Lake, contact Steve Young at 218-864-5203 or visit [www.paulsonlandco.com](http://www.paulsonlandco.com).

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Steven Young



Laurie Henkes

**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* 2018 Franchise 500 and was identified in 2018 by *Franchise Business Review* as one of the top U.S. franchises for owner satisfaction. Weichert Real Estate Affiliates, Inc. has offices serving over 300 markets in 37 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.*