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## **Weichert® Increases Midwest Presence with Addition of New Indiana Office** **Indy Homes Realty Group joins Weichert® national franchise network**

INDIANAPOLIS, Ind. / Jan. 15, 2019 – Weichert Real Estate Affiliates, Inc. continues to grow its Midwest market presence with the addition of Weichert, Realtors® - Success in Indianapolis.

The addition of the new office, one of Indiana's premier boutique real estate agencies, marks the 9<sup>th</sup> Weichert® affiliate in the state.

"I'm very excited to be affiliated with one of the industry's leading brands," said Lora Reynolds, the broker/owner of Weichert, Realtors® - Success.



Lora Reynolds

Reynolds made the decision to franchise after meeting with the Weichert leadership team last December at their headquarters in Morris Plains, New Jersey. She saw tremendous value in joining a brand like Weichert and the support they provide their affiliated owners, brokers and agents.

"There are a lot of resources and training programs that I'd like to offer my agents, but they're cost-prohibitive for an independent agency like mine," said Reynolds. "Joining the Weichert franchise system solves that problem."

As part of the Weichert franchise network, Reynold's team can take advantage of training programs provided by Weichert to help them offer the best real estate service in the industry. The office will also be eligible to receive sales leads from the Weichert call center to help grow its local market share.

"This company is my baby," added Reynolds. "We've grown every year since we opened in 2014. Affiliating with Weichert will help take our office – and my agents – to the next level."

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

Weichert, Realtors® - Success is an independently owned and operated Weichert affiliate. The office serves Central Indiana.

For more information about Weichert, Realtors® - Success, located at 6349 S. East Street in Indianapolis, contact Lora Reynolds at 317-496-6291 or visit [indyhomesforyou.com](http://indyhomesforyou.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* 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 38 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.*