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Meeting the Needs of Foreign Language Home Buyers and Sellers **Weichert, Realtors® - Advantage Plus offers a team of multi-lingual agents**

KNOXVILLE, Tenn. / Oct. 25, 2017 – Homeownership is still very much the American Dream – especially in Knoxville, which continues to be a great destination for home buyers. *Forbes* magazine ranked the state’s third largest city #2 on its list of “America’s Most Affordable Cities” in 2015.

Achieving the American Dream can be a bit more challenging, however, when English is not a home buyer’s native language.

Weichert, Realtors® - Advantage Plus know this better than most. That’s why the Knoxville-based Weichert® affiliate looks to recruit multi-lingual agents whenever possible to better serve the area’s rapidly growing diverse population.

The real estate office currently has a team of agents that are fluent in 13 different languages.

“I’m best able to help my clients when they feel a sense of comfort when sharing their real estate wants and needs with me in their preferred language,” said Grace Duoung, an agent with Weichert, Realtors® - Advantage Plus who speaks German, Vietnamese, French, Cambodian and Chinese. “It’s my goal to take the worrying out of home buying, which language barriers often create, and provide my clients with a memorable experience.”

That sentiment is shared by Duoung’s co-workers, Ruben Bulkhak and Maria Montenotte, who are fluent in Russian and Spanish, respectively. The office also has agents who speak Korean, Mandarin, Shanghai Dialect, Putian, Changsha Dialect, Romanian and Ukrainian.

“The number of non-English speaking residents who have relocated to this area has grown over the years,” said Bulkhak. “Knoxville is home to several major companies that do business around the world so I only see those numbers increasing in the years ahead. Our multi-lingual team of agents is excited to serve the city’s diverse pool of home buyers and sellers.”

Weichert, Realtors® - Advantage Plus is a full service agency which brings many years of combined real estate experience to their clients. The independently owned and operated Weichert® affiliate serves Knoxville, Farragut and surrounding areas.

For more information about Weichert, Realtors® - Advantage Plus, located at 10160 Parkside Drive in Knoxville, call 865-474-7100 or visit www.advantageplustn.com.

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Weichert, Realtors® - Advantage Plus in Knoxville has a team of multi-lingual agents to assist the area’s growing number of non-English speaking clients with their home buying and selling needs.

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* 2017 Franchise 500 and was 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.

Each WEICHERT® franchised office is independently owned and operated.