



Press Release
July 11, 2018

NextHome Bloom Real Estate is the newest NextHome franchisee

Dave Bengston opens his office in Grandville, Michigan

Pleasanton, CA — July 11, 2018 — NextHome is proud to announce our newest addition to the franchise, **NextHome Bloom Real Estate**. The brokerage represents the 10th location opened in the state of Michigan for the NextHome franchise.

The office will be owned and operated by top-producing broker Dave Bengston.

NextHome Bloom Real Estate will provide real estate services to buyers and sellers such as single-family residential sales, first-time home buyers, investment, and land deals for areas of Grandville, Wyoming, Rockford, Ottawa, Sparta, Sand Lake, Kentwood, and the remainder of the Grand Rapids metropolitan area.

As a suburb of Grand Rapids, Grandville is home to approximately 30,000 residents. Grand Rapids is the second largest city in Michigan, trailing only Detroit. With more than a million residents in the Grand Rapids metro area, NextHome Bloom Real Estate is primed to serve this booming community.

Before real estate, Dave was in management for UPS. In 1995, he began part time in mortgages while still working at UPS full time. Five years later, Dave attained his real estate license, left UPS and never looked back.

He started his own real estate brokerage in 2000 called *Realty Consultants* with two business partners. His business partners at the time ran the appraisal side of the brokerage, while Dave handled the real estate sales side.

The partners grew the company to where the appraisal side became less of the focus and more concentration was on working on the investment side of the business. *Realty Consultants* began purchasing properties for rentals, as well as buying some properties to fix and flip for profit.

In 2003-2004, the brokerage bought and sold more than 200 properties just with their portfolio, with another 50 transactions closed on behalf of other investors.

When the economy changed in 2008, the partners dissolved the corporation.

After his term with the partners expired, Dave continued the brokerage on his own under the name *Real Estate 360*. The 20-agent brokerage did very well, but Dave realized he was the one providing the bulk of business that was being done. Seeing the need to downsize, Dave worked to streamline the company to a team concept to have members supporting his high-producing business.



In 2017, Dave saw the need to add technology to compete with some of the more tech savvy real estate companies that were coming into his community. He found NextHome via a simple Google search, but that research was backed by him speaking with existing NextHome franchisee, George Keely (owner of *NextHome Keely Realty*).

“I knew George from many years of working together in the Grand Rapids community,” said Dave. “After speaking with him and finding out more about the company, I really liked what I saw.”

“I really liked the technology the franchise offered, but I especially liked the ability to create my own culture in my company and support the business model I wanted for our brokerage,” he added.

When not selling real estate, Dave loves spending time with his family. He and his wife of 31 years, Joanne, have five children.

Please join us in congratulating Dave and the rest of the team at NextHome Bloom Real Estate on the opening of their new NextHome office in Grandville, MI!

Interested in being a part of the NextHome Real Estate Franchise? Contact VP of Sales Charis Moreno at Charis@NextHome.com.

Each office is an independently owned and operated business.

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About NextHome, Inc.

NextHome, Inc. is an independently owned national franchisor with a focus on changing the way consumers work with local agents and shop for real estate online. It owns the NextHome and Realty World Northern California & Northern Nevada franchise networks with over 400 offices and more than 3,000 agents. The company closes over 14,000 transactions annually worth over \$4.6B in volume.

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