



Press Release

May 4, 2015

NextHome Adds New Franchisee in South Carolina – NextHome Greater Hilton Head Group

NextHome expands into South Carolina with the state's first franchise

Pleasanton, CA— May 4, 2015 — NextHome is proud to announce our newest addition to the franchise, **NextHome Greater Hilton Head Group**. The brokerage is the first NextHome franchise in the state of South Carolina.

Owned and operated by second generation REALTOR Christopher Bowes, the Bluffton-based brokerage is dedicated to serving the needs of clients in Bluffton, Greater Hilton Head Island, and the Sun City area. With the Sun City Hilton Head being the 2nd largest active adult, age-restricted community in the Southeastern United States, NextHome Greater Hilton Head Group is positioned to be the premier brokerage for seniors relocating to the area.

In 1994, Bowes started working as an agent at his father's real estate brokerage in New Jersey. Building a successful real estate career, he was a top salesperson for nine years before having a heart-to-heart with his wife, Sue.

"In 2003, we just had our first child, Sydney. We wanted to find and relocate to a place where we could improve our quality of life for our family," said Bowes. They didn't have to look for very long before deciding to relocate to the Greater Hilton Head Area in South Carolina. For over 20 years, Bowes and his family took a yearly summer vacation to the South Carolina destination. He was familiar with the area and found it to be the perfect place for his family to grow.

After making the move to South Carolina, Bowes worked with national homebuilder DR Horton as a neighborhood sales agent. That is where he learned the discipline that he credits to his success today.

"Being onsite and having to open the sales office at a certain time, and be working until a specified hour taught me some valuable skills," said Bowes. "The fact that we had goals, game plans and key focus areas, showed me how valuable it was to be structured. It helped me be a better agent."

In 2006, Bowes made the decision to open his own brokerage, *Coastal Investment Network*, with his business partner, Janis Stewart. The two of them turned the independent brokerage into a powerhouse, working with residential and commercial sales with a focus on 2nd home purchases and investments. They were able to delve into land acquisition and land development – something Bowes became familiar with during his time with DR Horton.



In March of 2015, Bowes was introduced to NextHome via the national magazine article in *RIS Media Magazine* that featured the franchise.

“I’ve always wanted to be different than my competition,” said Bowes. “As I read more about NextHome in the article, it was a breath of fresh air. It was unlike anything I had ever seen in real estate. As I researched more about the company, the deciding factor for me was the leadership team. To have a team that powerful in which each member is an expert in their own specialty... I had never seen anything like it before.”

“I knew that it was the franchise that would help me take my business to the next level,” added Bowes.

"Having a fresh, innovative and relevant brand partner with the experience and knowledge of Chris and his team will certainly bring a needed, fresh approach into their market place," said NextHome's Vice President of Sales, Charis Moreno. "Primarily a vacation, retirement or second home market, it is important for NextHome to look to the team with over 10 years of experience to lead the way. Being an avid golfer, Chris understands the focus, drive and dedication to deliver the best each and every time you meet a client or perspective consumer and that is exactly how NextHome approaches our business everyday."

Chris will be joined at NextHome Greater Hilton Head Group with Janis Stewart and his father, Herbert. When not running his brokerage, he loves spending time with his wife Sue, his two daughters Sydney (age 12), Kylie (11) and his son Brady (3).

We are proud to have Chris, Herbert, Janis and NextHome Greater Hilton Head Group as a part of the NextHome family!

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

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About NextHome, Inc.

NextHome, Inc. is an independently owned company 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 180 offices and more than 900 agents. The company closes over 5000 transactions annually worth over \$2B in volume.



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