



Press Release
June 8, 2015

NextHome expands into Georgia with NextHome Plus

NextHome continues national expansion with first franchise in Georgia

Pleasanton, CA— June 8, 2015 — NextHome is proud to announce our newest addition to the franchise, **NextHome Plus**. The brokerage is the first NextHome franchise in the state of Georgia.

Owned and operated by Trace Mashburn III, the Ringgold-based brokerage is dedicated to serving the needs of clients in two states: Georgia and Tennessee. NextHome Plus will help the Georgia residents of Ringgold, Fort Oglethorpe, Lafayette, Rossville and the rest of Catoosa and Walker Counties. In Tennessee, the brokerage will service clients in Chattanooga, Ooltewah, East Brainerd, and Hixson. The office will offer residential and commercial sales, land acquisition, land development, farm sales, as well as property management services.

Coming from a rancher family background, Trace learned a lot of about what hard work and home ownership could provide for the family. He was able to see the value of home ownership firsthand as his father, Alvin, turned the land they owned into equity to purchase 11.93 acres land in August 1977 for \$62,500.

“I really enjoyed watching my father take a piece of dirt and turn it into a viable commercial business park,” said Trace. “It started my real estate career with a background that most people don’t get to experience.”

Alvin developed that land into a business park – something that sparked Trace’s interest. This business park became the home of two of his father’s businesses - Remco Business Park and Remco Equipment Sales and Rentals. As Alvin expanded on developing land, Trace took over the management of Remco Business Center and the tenants, as well as the operations of the equipment business.

Trace and his father created additional commercial business parks and began to enter the realm of investment properties and multi-unit developments. But instead of relying on hiring a property management company to handle the details of servicing these business parks, Trace knew that no other company would handle their buildings with the same care as he would.

“We began developing deep relationships within the local business community,” adds Trace. “I wanted to make sure the level of service from development to tenant placement never skipped a beat. So I handled all management of the tenants.”



Over time, Trace began to spend time on the residential real estate side, as well. His business naturally shaped to the needs of his local market and he found himself buying and selling residential real estate more often than commercial. This led him to work under a local partner's brokerage. By serving the needs of the community, Trace created a concept in his market that was sorely needed. Tenant procurement had him find tenants to move into properties listed by his company and replace the tenant at no cost to the homeowner, if the previous tenant moved or had their lease expire.

Over the past year, Trace's thought of owning his own brokerage became more and more appealing. He wanted to own a brokerage that continued his principles of client service above all else.

Trace found out about NextHome through the national real estate news source Inman News. "What peaked my interest was the passion that James (Dwiggins) had when he was describing the things that were broken in our industry," said Trace. "The commitment to technology made me realize that this franchise was built for today's buyers and sellers, but could also move with the times."

"NextHome was exactly what I was looking for in a franchise," adds Trace. "I didn't have to reinvent the wheel."

"When I first met with Trace, I knew that he was a driven individual who wanted to provide a level of real estate service in his community that isn't normally experienced," said NextHome Vice President of Sales, Charis Moreno. "Every person on our team that has had the chance to work with Trace has said the same thing – he combines professionalism and dedication with being one of the nicest people you will ever meet. As we expand NextHome, Trace is exactly the quality of broker and person we are proud to be affiliated with."

Please join us welcoming in Trace and the rest of the team at NextHome Plus 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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