



Press Release
July 28, 2015

NextHome continues expansion in Georgia with NextHome Communities

The franchise adds its 2nd brokerage in Georgia

Pleasanton, CA— July 28, 2015 — NextHome is proud to announce our newest addition to the franchise, **NextHome Communities**.

Owned and operated by Shari Capers, this Powder Springs-based brokerage will provide residential real estate services to the cities of Powder Springs, Marietta, and all Atlanta suburbs and surrounding areas.

In 1997, Capers started her real estate career with a local independent brokerage. From the very beginning of her career, she realized the value of working at a brokerage that had the “family-feel”. Capers’ broker mentored her and was dedicated to getting her career off to a blazing start.

“I really enjoyed that style of brokerage,” said Capers. “When you have agents working together and helping each other, it makes going to work not feel like you’re going to work. I knew this type of environment would be what would help me grow as an agent.”

In 2000, Capers wanted to expand her business and joined a local *RE/MAX* office. It was during this time she started to realize that she was running her business like a mini-brokerage within the brokerage.

“With the brokerage structure that I was in, I was paying for many of my own tools and technology,” said Capers. “My business was growing, and I added an assistant. Since I was paying for a lot of my own technology tools and products above and beyond what the brokerage was providing me, I starting thinking about the value I was getting at the company.”

“It was time for me to open my own brokerage.”

And that’s exactly what she did.

Capers opened *Beautiful Homes Now* in 2001. Along with her assistant, she grew the brokerage with several productive agents and took advantage of the hot Atlanta real estate market. As one of the top producing offices in her area, Capers gained the respect of the real estate community and of its residents.

Capers attributes the success of her brokerage to her agents’ buy-in to the agent-centric concept she created.

“We focused on listening to everyone’s input,” adds Capers. “We focused on being collaborative



and having round table discussions. Everyone enjoyed working at a brokerage that they knew their ideas and voice would be heard.”

But in order to continue growing the company during these complicated, technology-driven times, Capers knew she would have to consider a franchise affiliation.

“I researched over 20 different franchises,” said Capers. “Everything looked the same. It seemed like the technology was all the same too. Nothing really stood out and the models seemed outdated.”

After seeing NextHome featured in an Inman News article, she checked out the [NextHome.com](https://www.nexthome.com) website. The franchise stood out from the moment she laid eyes on the model.

“In addition to the direction of the company being exactly what I was looking for in a franchise, I loved what I saw with the senior management team,” said Capers. “Seeing the experience of the team, as well as getting to know Charis Moreno [NextHome’s Vice President of Sales], I knew that NextHome was for me.”

Being the mentor and educator of a top brokerage is just one part of Capers’ commitment to education.

Capers spoke at a high school event that sparked her interest of going back to school to get her bachelor’s degree. She took her commitment to education even further by achieving her Master’s Degree in Business Communication in 2013.

“In the role that I have at our company, I meet a lot of people in this business,” says Moreno. “There are a handful of people who I instantly connect with. Shari is one of those people. Her energy, passion, dedication and zest for life are evident from the moment you meet her. I’m confident that the tools and services that NextHome will add to her already successful brokerage will do nothing but help her talented team be even more successful.”

When Capers is not selling real estate, she enjoys spending time with her husband, Kennedy, and her two children Martin and Dominique.

We are proud to have Shari and the rest of the team at NextHome Communities as 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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