



Press Release
November 3, 2015

NextHome continues national expansion with NextHome Select Realty

The franchise adds its first brokerage in Kentucky

Pleasanton, CA— November 3, 2015 — [NextHome](#) is proud to announce our newest addition to the franchise, **NextHome Select Realty**. This is the franchise's first brokerage in the state of Kentucky.

Owned and operated by the husband and wife team of Ron and Deb Humes, the Lexington-based brokerage will provide residential real estate sales services to the entire Central Kentucky area including Lexington, Louisville, Georgetown, Winchester, Richmond, Nicholasville, and Versailles. In addition to residential sales, the brokerage also provides investment, rehabilitation and resale, and commercial services.

Married for nearly 25 years, the Humes each grew up and eventually met in their hometown of Lake Geneva, Wisconsin.

Ron worked his way through college in the Chemical Engineering field, graduating with a degree in Chemistry. He spent ten years in the environmental consulting industry for some of the largest international firms as an investigator and provided remediation services to contaminated soil, water and air sites.

The investigation and restoration of residential and commercial properties created an interest in the real estate industry. Licensed for 15 years, he started real estate as a top-producing agent before opening his own brokerage, *Lexington Real Estate Services* in 2002.

Prior to real estate, Deb earned a degree in Exercise Science and worked in the physical therapy and fitness industry. Her extensive sales experience was a natural fit in building a strong real estate business, and eventually led to her managing the couple's brokerage since its opening.

With a combined 30 years in the real estate industry, the Humes have made it a point to continue their real estate education. Both Ron and Deb have earned the National Association of REALTORS Certification of Accredited Buyers Representative (ABR) and the Short Sale and Foreclosure Resource Certifications (SFR).

They have also made a commitment to improving the industry that they so passionately serve. Ron has served as a Director and Vice President for the Lexington-Bluegrass Association of REALTORS (LBAR). Ron and Deb spend countless hours educating and advising would be real estate investors about the right way to create wealth through real estate.

Over the course of 13 years running a successful independent real estate brokerage, the Humes



have been approached by just about every real estate franchise looking to sign them to an agreement. They have repeatedly turned down opportunities with various franchises and had no interest in affiliating with them.

It wasn't until they found out about NextHome that they had interest in a real estate franchise. Ron and Deb spent the time researching the company and found it was the right company for them to brand with.

Among the many tools and systems that NextHome provided, the Humes found the syndication of their listings to 700+ websites, the mobile-optimized websites, mobile app, and the commitment to feature all listings on Trulia and Zillow as just a few of the many reasons NextHome was the right fit.

“When it came to affiliating with a franchise, we asked ourselves the simple question ‘Would this company provide the tools and services that would interest agents like us?’” said Ron. “The answer was a resounding ‘Yes.’”

“As an already tech-savvy brokerage, only NextHome provided us what we needed in delivering first-class service to tech-savvy consumers,” added Ron. “The affiliation with NextHome will only enhance our commitment to being the brokerage with the best service in the Lexington real estate market. We want to continue the growth of our office with agents who share in that commitment.”

“Ron and Deb represent exactly what we are looking for in franchisees,” said NextHome’s Vice President of Sales Charis Moreno. “In running a client-first brokerage, the addition of the NextHome tools, systems and processes will only strengthen their already stellar company. NextHome Select Realty will be a new concept not yet seen in the Lexington real estate market.”

When not selling real estate, Ron and Deb spend time with their two children – their daughter Alexandria (20) who is attending college in Lexington and pursuing a degree in Secondary Education, and their son Jake (15) who is a high school sophomore and quarterback of his football team. In July, the Humes celebrated the birth of their first grandchild, Jayce.

Please join us in welcoming Ron, Deb, and their team at NextHome Select Realty to our already exceptional NextHome brokerage network!

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 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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