



**Press Release**  
**November 24, 2015**

**NextHome launches new franchisee in the state of Tennessee**

*NextHome 383 Real Estate is the franchise's first brokerage in the state*

**Pleasanton, CA— November 24, 2015** — [NextHome](#) is proud to announce our newest addition to the franchise, **NextHome 383 Real Estate**. This is the franchise's first brokerage in the state of Tennessee.

Owned and operated by Valerie Ralston, the Henderson-based brokerage will provide residential real estate sales services to the counties of Chester, McNairy, Madison, and Carroll.

Previous to real estate, Ralston worked at a local television station in charge of sales in the marketing department. During her time at the station, she was able to see businesses who took their marketing seriously, and those who didn't understand what marketing was about.

"I was able to see first hand what businesses were doing right and wrong when it came to marketing," said Ralston. "Those who had a plan and purpose to their marketing received the most benefit from their efforts. Businesses that didn't plan often found their business not getting the type of return they expected."

Looking for a challenge, a friend suggested she try real estate as a potential career. Once Ralston took time to find out more about the industry, she saw that it allowed her to utilize her skills in marketing, yet allow her the ability to spend time with her family.

In 2010, Ralston got her real estate license and began her career at a local independent real estate brokerage. Over the course of four years at this brokerage, Ralston realized there was a lack of technology by not only her broker, but also competing agents in her market. Realizing this, she strived to add the tech component to her business and it served her well as she became a top agent in her local market.

In 2015, Ralston received her broker's license. Knowing she wanted to open her own brokerage, she took to the Internet to find a potential franchise that could assist her with the technology she wanted to offer her agents.

In her search, she came about NextHome through social media. The look and feel of the brand resonated with her, but it was another NextHome broker who provided her with the info needed to choose NextHome over the other franchises she was looking at.

"I connected with Joe Hugin of *NextHome Pacific Properties* in Hawaii and was able to get a lot of information about the franchise through him," recalls Ralston. "He was so helpful in providing me the details about the company, the history, the technology, and the leadership team. Joe helped me find the right franchise for my business."



“I’ve been able to spend time with Valerie and get to know her personally and what she is looking for in business partnerships,” said NextHome’s Vice President of Sales, Charis Moreno. “I’m excited knowing we can provide her with exactly what she has been looking for in a franchise. With our tools to help her agents be more productive, systems that will streamline her business, and resources to help consumers in the Henderson marketplace, it’s the perfect time to work together with Valerie’s client-centric brokerage.”

When not selling real estate, Ralston enjoys spending time with her husband of nine years, Howard, and their five children and two grandchildren. Ralston says the most important thing to her is family and wants to own a business that allows her the ability to spend time with those she loves.

Please join us in welcoming Valerie and NextHome 383 Real Estate 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](mailto:Charis@NextHome.com).***

Each office is an independently owned and operated business.

###

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.

*The names of actual companies and products mentioned herein may be the trademarks of their respective owners. Each office is an independently owned and operated business.*

**For more information, press:**

Imran Poladi  
209-470-1493  
[Imran@NextHome.com](mailto:Imran@NextHome.com)

**For more information, sales:**

Charis Moreno  
925-271-9102



Charis@NextHome.com

**Additional information, announcements and press releases visit:  
<http://www.nexthome.com/trending>**