



Press Release
January, 1 2016

NextHome launches two new offices in Wisconsin to start 2016
NextHome Metro Group's locations are the first brokerages for the franchise in the state

Pleasanton, CA— January, 1 2016 — [NextHome](#) is proud to announce our newest addition to the franchise, **NextHome Metro Group**. This is the franchise's 1st brokerage in the state of Wisconsin. NextHome Metro Group will open in two locations – Madison and Verona.

Owned and operated by 28-year real estate veteran, Randy Lenz, the offices will provide residential real estate sales to the DeForest, Sun Prairie, Fitchburg, Madison, Middleton, and greater Dane County.

A graduate of University of Wisconsin majoring in Journalism, Lenz started his career working for the *Wisconsin State Journal* as a beat writer for Wisconsin sports. Many of his assignments were in evenings and required him to work at night. This freed up his days and allowed him to do as he wished. Always looking to learn, Lenz started reading books about real estate and found them to be very interesting.

In 1986, Lenz bought a home and proceeded to rehab it. Over the course of just a few months, he was able to put the property back on the market and sold it weeks later. In seeing the final sales numbers from the transaction, he realized that he had profited double the amount of his yearly salary at the newspaper.

In creating a focus towards flipping properties, Lenz rehabbed and resold 15 properties over the course of three years. While he used an agent at the time to help him acquire properties, Lenz realized he could immerse himself in all aspects of real estate by becoming a REALTOR® himself.

In 1990, Lenz started as an agent with *ReMax Preferred* in Madison and rose to the level of top producer quickly. Over the course of 15 years, Lenz participated in the sale of nearly 900 homes – pushing him to the top of his field.

Though his business did very well, he wanted something more – ownership in a company. In 2005, Lenz started *Keller Williams Central* in Madison. He was chosen to act as the Operating Principal for the ownership group of the brokerage where he grew the company in excess of 130 agents. In charge of the day-to-day running of the company, Lenz and his team ran a successful real estate brokerage until 2009, where Lenz stepped back into full time production due to the recession.

In 2011, Lenz made the switch to a new company, *Realty Executives* in Madison. Lenz was looking for better tools and a smaller, boutique setting to continue his strong sales career.



Knowing that he wanted to get back into owning his own brokerage, Lenz began researching potential franchise models to help him create the real estate firm that would be the one of choice in his area.

He found NextHome through a simple Google search and liked the tools and technology the company offered to its franchisees. Madison is opening a hospital software company with 12,000 employees called Epic Systems. Lenz knew he needed a real estate company that could service the Epic Systems' employees, over 90% of which are between the ages of 21 to 29.

"I wanted to create a real estate brokerage that spoke to the Millennials," said Lenz. "No matter your age group, the methods of working in real estate and the communication with your clients is rapidly changing. I feel that my affiliation with NextHome positions us to be the company of choice in our community."

"When Randy originally spoke with me, he wanted to make sure he affiliated with a company that did things differently and away from the same-old-same-old that plague the real estate industry," said NextHome's Vice President of Sales, Charis Moreno. "Twenty-eight years in the business and Randy is still a forward-thinking broker who wants to provide the best service to his clients and his agents. NextHome Metro Group will set the standard for real estate in the Madison and Verona markets."

When not selling real estate, Lenz enjoys spending time with his three children – his two sons Ryan (26), Collin (17), and his daughter, Blair (23). An avid Wisconsin University sports fan, he is a long-time season ticket holder for Badger football and basketball.

Please join us in welcoming Randy and the rest of the team at NextHome Metro Group to the NextHome family!

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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