



Press Release
May 13, 2016

NextHome Franchise expands into Missouri with NextHome 2BUY-R-SELL

The brokerage represents the first NextHome franchisee in the state

Pleasanton, CA— May 13, 2016 — [NextHome](#) is proud to announce our latest addition to the franchise, **NextHome 2BUY-R-SELL**. The brokerage represents the first NextHome franchisee in the state of Missouri.

Owned and operated by local, top-producing REALTOR® and broker, Denise Outlaw-Adams, the St. Louis-based brokerage will provide residential real estate services to the areas of St. Louis, Chesterfield, Creve Coeur, Olivette, Hazelwood, Clayton and the remainder of St. Louis Metro area.

The St. Louis Metro area is home to over 2 million residents.

After graduating from Michigan State University, Outlaw-Adams forged an incredible 19-year career in Human Resources as the HR Manager for several Fortune 500 companies including the McDonald's Corporation and Anheuser Busch.

In 1997, Outlaw-Adams started to see aspects of the Human Resource industry change in a way that made her consider a career change. Later that year, she made the transition to the real estate industry after nearly two decades in HR.

“I was no longer enjoying what I was doing,” recalls Outlaw-Adams. “It was more about compliance rather than making a difference. Real estate allowed me to make a difference in a positive way with homeowners and future homeowners.”

Staying true to her core belief of helping others before personal gain, Outlaw-Adams started her real estate career at Coldwell Banker Gundaker in St. Louis. It was there where she steadily grew her business over the next five years.

She consistently was an award-winning agent, receiving several prestigious awards including the Coldwell Banker Presidents Club award, which represented the top 10% of the company.

Realizing she was running her business like a business, she made the move to Re/Max Properties West in St. Louis in 2003.

“Making the move to a brokerage that allowed me to be more entrepreneurial let me invest more into the tools and systems that I needed to grow my business,” said Outlaw-Adams.

Over the next eight years, Outlaw-Adams grew her business to see her close more than 30 transactions annually.



In 2011, Outlaw-Adams took time away from her business for her mother, who was in need of full time care.

“Losing my mother was the most difficult time of my life,” said Outlaw-Adams. “She was my rock and my strength. In the time before she passed, she said to me ‘Being a true entrepreneur and making a difference in your industry means the world to you... You need to own a brokerage that is truly your own.’”

“That’s when I knew it was time to open my own company,” added Outlaw-Adams.

On May 7th, 2013, Outlaw-Adams opened her brokerage 2BUY-R-SELL. The four-agent company saw business growth from the beginning and averaged over 70 closed transactions yearly from 2013 to 2015.

In April of 2016, Outlaw-Adams invested in a full rebrand of her office and logo, but found out about NextHome purely by chance and knew she had to switch.

“Even though I had just invested in a full rebrand of my company, the value NextHome provided me with all the technology, tools, and systems the franchise had to offer was just too good to pass up,” said Outlaw-Adams. “As a broker who paid for all these products a la carte, having everything in one place and affordable made all the difference in the world to me.”

“By being able to focus on helping my agents and our clients instead of hunting for the best tools and technology, our company can truly say ‘Real Estate Is Our Passion!’”

When not selling real estate, Outlaw-Adams enjoys spending time with her husband of 20 years and retired Air Force veteran, Bennie. Between real estate deals, the couple loves to travel and be at the beach where Outlaw-Adams says, “Nothing brings me peace like the calm waters of the ocean.”

Please join us in welcoming Denise and the rest of the team at NextHome 2BUY-R-SELL 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.

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.

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