



Press Release
August 3, 2016

NextHome's Georgia expansion continues with NextHome Realty Marketing
The brokerage represents the third NextHome franchisee in the state

Pleasanton, CA— August 3, 2016 — [NextHome](#) is proud to announce our latest addition to the franchise, **NextHome Realty Marketing**. The brokerage represents the third NextHome franchise in the state of Georgia.

Owned and operated by local top-producing REALTOR®, Garrick Ratcliff, the Kennesaw-based brokerage will provide residential real estate services to the areas of Cartersville, Acworth, Dalton, Calhoun and the remainder of the greater Kennesaw area. He will be joined by his wife and business partner, Gabriela, and the broker of record and 37-year real estate veteran, Beverly Clayton.

Ratcliff started his real estate career as an accountant for a local real estate office in 2005. As the accountant and bookkeeper for the company, he was able to see the financial benefits of being a real estate agent.

Initially discouraged by well intended real estate friends, Ratcliff pursued his interest in getting his real estate license. In late 2006, he started his real estate career with a Dalton-based franchise brokerage.

“I was fortunate enough to have a very successful first year in real estate,” said Ratcliff. “As someone who always embraced the entrepreneurial spirit, it only made sense for me to build my own company instead of someone else’s.”

Ratcliff opened New Realty Marketing a year later and spent the next decade building an impressive and thriving real estate brokerage.

In early 2016, Ratcliff wanted more structure and systems in his business and looked for a real estate franchise that would help him achieve this for his company.

“Knowing that I wanted to partner with a real estate franchise to help me with my business was the easy part,” recalls Ratcliff. “Finding the right franchise was the challenge. NextHome was the right decision for me with the technology, systems, and simple fee structure.”

NextHome Realty Marketing will provide services to the local community in both English and Spanish.

As a Masters Degree graduate in Spanish Linguistics, Gabriela will head up the Spanish-speaking division of the brokerage. Gabriela will focus on being a resource to the Spanish



community by providing local expertise to these home buyers and sellers,.

Please join us in welcoming Garrick, Gabriela, Beverly and the rest of the team at NextHome Realty Marketing 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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