



Press Release
September 2, 2016

NextHome announces the first franchisee in Louisiana
NextHome Real Estate Professionals is the first office in the state

Pleasanton, CA— September 2, 2016 — NextHome is proud to announce our newest addition to the franchise, **NextHome Real Estate Professionals**. The brokerage represents the franchise’s first location in the state of Louisiana.

Owned and operated by real estate broker, Mitch Crayton, the Hammond-based brokerage will provide residential real estate services to the residents of Hammond, Ponchatoula, Albany, Robert, Amite City, and the surrounding Tangipahoa Parish. He will be leading the office alongside his wife of 20 years and 11-year real estate veteran, Jeannie.

Hammond is located 45 miles east of Baton Rouge and 45 miles north of New Orleans.

Crayton started his real estate career out of unfortunate circumstances. As a former local steel mill worker, the mill company’s downsizing created the opportunity for him to pursue his interest in real estate.

With Jeannie’s urging and support, Crayton attained his real estate license in 1997 and started with a local Century 21 brokerage. Over the next two years, Crayton sold numerous properties and quickly becoming someone to watch in his area.

In 1999, Crayton was invited to open a local real estate brokerage with a friend. Latter & Blum Real Estate opened later that year with seven agents. After two years of selling real estate at the brokerage, Crayton was promoted to Sales Manager.

Under his management, the small brokerage grew from seven agents to over 80 talented real estate professionals over the next ten years. In addition, these agents closed over 900 transactions annually and represented over \$150 million in yearly sales.

After nearly a decade of management, Crayton made the decision to return to the sales side of the business in 2011. Partnering with his wife, they created Team 1 REALTORS – a high producing real estate team at Latter & Blum Real Estate.

In 2015, the couple sold over \$12.5 million in real estate and closed 73 transaction sides.

In early 2016, the Craytons took a step back and realized that they could own their own brokerage and create the office of their dreams.

“We wanted to create a company that really focused on great technology for our customers,” said Crayton. “I researched dozens of franchises and none of them were what I was looking for. Until I found NextHome.”

“I went back to NextHome.com four or five times before reaching out,” recalls Crayton. “I was drawn to the company. After speaking with Charis Moreno [NextHome’s Vice President of



Sales], I knew NextHome was the right choice for us.”

When not selling real estate, The Craytons spend time with their two sons, Collin (16 years old) and Ethan (13). The boys are dedicated baseball players and the family spends a lot of at the ballpark together.

Please join us in welcoming Mitch, Jeannie, and the rest of the team at NextHome Real Estate Professionals 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. It owns the NextHome and Realty World Northern California & Northern Nevada franchise networks with over 260 offices and more than 1600 agents. The company closes over 7000 transactions annually worth over \$2.5B 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:

Christine Dwiggin
415-595-8787
Christine@nexthome.com

For more information, sales:

Charis Moreno
925-271-9102
Charis@nexthome.com

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