



**Press Release**  
**January 5, 2017**

**NextHome Opens Office in Rock Hill, South Carolina**  
*NextHome Platinum Advantage is the 3<sup>rd</sup> franchisee in the state*

**Pleasanton, CA— January 5, 2017** — NextHome is proud to announce our newest addition to the NextHome franchise – **NextHome Platinum Advantage**. This represents the third office location in the state of South Carolina.

Based out of Rock Hill, and sitting along the border of North and South Carolina, the brokerage is dedicated to serving the needs of clients in both states. NextHome Platinum Advantage serves Charlotte and Huntersville in North Carolina, as well as South Carolina cities such as Fort Mill, Indian Hook, Lake Wylie, and Rock Hill.

The company will be owned and operated by Lisa Baker, an accomplished REALTOR® and real estate investor.

Baker started her journey into real estate buying investment property. While working as a full-time nurse, Baker purchased her first investment property in 2008. As a single mother, she wanted a secondary stream of income to provide for her and her son, Jacob.

“I was beginning to see how unsteady retirement could be and thought it would be best to invest in something steady like real estate,” recalls Baker.

After the successful rehab and resale of her first investment property, she not only bought and sold more homes, but her friends saw the success and wanted to join in. With the launch of her own real estate investment business, *Affluent Enterprises*, it made sense for Baker to get her real estate license. In 2011, she became a REALTOR® and had a goal of not only leaving her nursing career to sell real estate full time, but to own her own brokerage within five years.

“I didn’t want to be someone who was working 80 hours a week,” said Baker. “When I was a nurse, I was already working long hours. Add in my commitment to investing in my own properties, as well as helping other clients, it was only a matter of time before I moved to selling real estate full time.”

Baker found the NextHome franchise in early 2015 via a Google search. Knowing she wouldn’t be ready to open her own company for another 18 months, she put the idea of franchising on the backburner.

Five years after she set a goal to open her own brokerage, she was ready to do so. In late 2016, Baker began gathering all she needed to open her brokerage. Not surprisingly, the cost of getting all the tools and technology to best serve her clients proved to be expensive and time consuming to package together.



Baker remembered the NextHome franchise and reached out to find out how the company could help her solve her dilemma. After an hour on the phone with NextHome’s Vice President of Sales, Charis Moreno, she knew what direction she would be going in.

“I’ll be the first to tell you that I did not want to franchise,” said Baker. “But after talking with Charis and seeing how the company grew over the past two years, it made perfect sense for me to affiliate with NextHome. I couldn’t be happier with my decision.”

In addition to running her own real estate business and helping clients, Baker is an active public speaker, often asked to speak at events where she provides expert advice to aspiring real estate investors.

When not selling real estate, you’ll find Baker spending time with Jacob, now 19 years old. She also loves to garden and crochet.

“I’m full of energy and love to stay busy, but when it’s my off time, I’m an old soul,” Baker says with a laugh.

Congratulations to Lisa and her team at NextHome Platinum Advantage for the opening of their brand new NextHome brokerage!

***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.***

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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.

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