



**Press Release**  
**January 24, 2017**

**NextHome Integrity First opens office in Fayetteville, North Carolina**  
*Real estate veteran and her team joins NextHome*

**Pleasanton, CA— January 24, 2017** — NextHome is proud to announce our newest addition to the NextHome franchise – **NextHome Integrity First**. This represents the seventh office location in the state of North Carolina.

Based out of Fayetteville, the brokerage will be owned and operated by real estate veteran, Michelle Morris, and will serve the needs of residents in Cumberland, Hoke, Harnett and Lee counties. NextHome Integrity First provides services such as residential sales, luxury home sales, investment property sales and multi-family residential sales.

Located an hour south of Raleigh, Fayetteville is home to just over 200,000 residents and is known for the Airborne & Special Operations Museum. The city's motto is "History, Heroes, and Hometown Feeling".

In the mortgage industry for over 15 years, Morris was a top loan officer for Allegiance Mortgage Corporation. While she built a very successful career on the mortgage side, Morris found herself interested in switching to real estate sales.

In 2006, Morris purchased and opened her first brokerage under a national franchise brand. Using her experience working with real estate clients, Morris spent the next seven years building a successful brokerage that grew to 13 agents.

Personally, Morris exceeded over 60 transactions annually – all while running her brokerage and leading her agents.

In addition to the real estate sales, Morris diversified the company by adding a property management division in 2010. Just as she had built a high volume real estate sales company, the property management portfolio flourished, growing to over 500 properties under her company's management.

After her franchise affiliation ended, Morris looked for a different franchise brand that would better serve her team and agents.

In mid-2016, while searching the internet for a franchise, she came across the NextHome brand. The look and feel was different. She liked what she saw, but it was the affiliation of a respected real estate broker that made her take interest in the company.

"Harold Chappell is a very successful and respected figure in North Carolina real estate," said Morris. "When I saw that he had joined NextHome, I knew I had to find out what made this company so special."



“After speaking with (NextHome’s Vice President of Sales) Charis Moreno, I saw that the company’s listing and marketing tools were exactly what I needed at my brokerage,” she added.

NextHome Integrity First’s hallmark is the community-centric approach in real estate. By having the company’s agents be advocates, not only for real estate, but in supporting small businesses as well.

When not selling real estate, Michelle and her husband of 20 years, Tom, own several other successful businesses. The couple own a local *FedEx/UPS* shipping store, as well as a local pizza parlor, *Foxes Pizza Den*. With Tom being a retired Army veteran, he spends most of his time running the two businesses, while Michelle focuses on the brokerage.

The couple has three children, sons Ian (32 years old) and Jacob (28), and daughter Sydney (15).

Congratulations to Michelle and her team at NextHome Integrity First 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.

*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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