



Press Release
March 3, 2017

NextHome Keely Realty opens in Grand Blanc, Michigan
The brokerage represents the fourth NextHome opening in the state

Pleasanton, CA— March 3, 2017 — NextHome is proud to announce our newest addition to the NextHome franchise – **NextHome Keely Realty**. It is the fourth NextHome franchise location opened in the state of Michigan.

Based out of Grand Blanc, the new brokerage will provide real estate services such as residential sales, investment property sales, foreclosure sales, short sales, and purchases for first time homebuyers.

Owned and operated by veteran real estate broker George Keely, the company will serve the residents of Grand Blanc, Davison, Fenton, Swartz Creek, Flushing, Montrose, Lake Fenton, Mt. Morris, Clio, and the remainder of Genesee, Shiawassee and Oakland Counties.

Keely started his real estate journey in 1999 after leaving his previous career in the corporate world of Information Technology. Selling real estate for Century 21 Halstead in Flint, Michigan, Keely built a successful business through growing his database.

“I came from a world where organization was key,” recalls Keely. “I really worked hard to grow my database of contacts and make sure I stayed in touch with current and potential clients and those who might send me a referral. I always wanted them to know I was available to help them with any real estate related questions.”

After four years as his own agent, Keely accepted an opportunity to be the Team Leader/Manager for Flint-based *Keller Williams Gateway*. He found the opportunity to teach, mentor, and assist agents in growing their business too good to pass up at the time.

In 2013, after a nearly a decade of real estate leadership and ownership of a brokerage, Keely returned to sales and picked right up where he left off. Using many of the techniques he taught his agents, Keely returned to being one of the top selling agents in his local market.

In 2016, Keely sold over 30 properties without the help of an assistant, a buyer’s agent, or transaction coordinator.

“I’m fortunate to be able to monitor and run my own transactions,” said Keely. “It really comes down to organization. Staying organized helps me be a better resource to my clients.”



In late 2016, Keely explored to opportunity of not only continue selling, but once again helping other agents as their mentor. It was clear he wanted to open his own brokerage. What wasn't clear was whether he was interested in joining a real estate franchise or opening his new brokerage as an independent.

“I was going to open my own brokerage, but didn't feel that any franchises made sense for me,” said Keely. “But after seeing what NextHome had to offer, I was very interested in finding out more.”

“After researching the technology offered to agents and then finding out about the leadership team and the extensive professional background from each member of the senior management team, I knew NextHome was for me,” he added.

When not selling real estate, Keely spends time with his wife of 32 years, June, and their two sons – Lance (age 30) and Brock (27). Keely recently became a grandparent to Lance's one-year old, Carter.

Keely is a former competitive hockey player, but now turns his sights to a different sport – golf.

“I love a challenge,” said Keely with a laugh.

Please join us in welcoming George and the rest of his team at **NextHome Keely Realty** for the opening of this brand new NextHome office!

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.

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