



Press Release
April 13, 2017

NextHome Connect opens in Shreveport, Louisiana
The NextHome franchise announces its second location in the state

Pleasanton, CA— April 13, 2017 — NextHome is proud to announce our newest addition to the franchise, **NextHome Connect**. This new brokerage is the second location opened by the NextHome franchise in the state of Louisiana.

The office will be based in Shreveport and will service the communities of Shreveport, Bossier City, Benton, Haughton, Stonewall, Keithville, Minden, Greenwood and the parish locations of Bossier and De Soto.

Owned and operated by real estate broker, Dawna Bledsoe, the brokerage will provide sales services for residential, luxury, investment properties, and first time home buyer opportunities.

Licensed since 2007, Bledsoe started her real estate career after nearly a decade as a pre-school teacher.

Spending much of her career with Coldwell Banker, Bledsoe steadily built a phenomenal sales career from a mixture of hard work and developing personal relationships with her clients. Being able to earn their trust through years of being their real estate resource had her working almost exclusively through referral.

In 2015, Bledsoe attained her broker's license and the very next year, she had her best sales year to date. With nearly 40 transaction sides closed in 2016, Bledsoe still made herself available to fellow agents at her 75-agent brokerage.

"I have always enjoyed real estate, but I equally enjoyed helping other agents in my office be better," recalls Bledsoe. "I love mentoring agents who are willing to put the work in to being better. It was that passion that had me thinking about a new direction in my career."

Bledsoe wanted to move into management of a brokerage, but at the time of her inquiry, no management opportunities were available. Not one to wait, Bledsoe made the leap to open her own brokerage.

"I knew it was time to open my own real estate company and knew I didn't want to



reinvent the wheel,” said Bledsoe. “A real estate franchise was a great option and I just had to find the right one.”

With a simple Google search of the words “best real estate franchise”, she found NextHome.

“I found NextHome to be progressive and relevant to the future of real estate,” added Bledsoe.

In March 2017, she attended the NextHome National Conference in New Orleans and came away confident she made the right decision.

“After meeting the corporate team and other NextHome brokers and agents, it was like spending time with family,” said Bledsoe. “Everyone was so supportive and hospitable. I feel like I’m surrounded by people who genuinely care about my success.”

Bledsoe not only gives back to her agents, but to her fellow REALTOR® community as well. She served as a Director for the Northwest Louisiana Board of REALTORS® from 2014 until 2016. She has spent the past seven years as a member of the MLS Committee at her association and served as the Chair for the committee in 2015.

When not selling real estate, Bledsoe spends time with her husband of 28 years, Ben, and their three children – Mary Katheryn (age 25), Beth Anne (22) and son Lee (15).

The Bledsoe Family recently built their home and are enjoying the comforts of their new normal.

“We are currently remodeling our previous home to put on the market for sale,” said Bledsoe. “Ben is a longtime architect, so we are enjoying the process of the remodel.”

Please join us in welcoming Dawna and the rest of her team at NextHome Connect for the grand opening of their 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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