



Press Release
October 27, 2017

NextHome opens first franchised office in Arkansas
NextHome Local Realty launches in Conway, AR

Pleasanton, CA — October 27, 2017 — NextHome is proud to announce our newest addition to the franchise, **NextHome Local Realty**. This brokerage is the first location opened by the NextHome franchise in the state of Arkansas.

NextHome Local Realty will be owned and operated by the husband and wife team of Scott and Wendy Ferguson. Wendy will serve as the managing broker and will handle all aspects of the day-to-day operations of the brokerage. Scott will focus on the marketing and community outreach for their listings.

Based out of Conway, NextHome Local Realty will cover the areas of Vilonia, Conway, Greenbrier, Maumelle, Mayflower and the remainder of Central Arkansas. The company will handle all types of real estate services such as single family residential homes, land, ranches, investment, foreclosure, luxury, and first-time home buyers.

Wendy first started real estate in 2001 after a career in the medical field as a Special Project Coordinator at the Cancer Research Center in Little Rock, AR. As a mother of three children, Wendy entered real estate with the intention of having a successful career she could be proud of as well as a schedule that allowed her to be more present with her children.

“Real estate allowed me to be a problem solver for those in need of real estate services,” said Wendy. “I love being a connector of people and helping solve what issues arise in a real estate transaction.”

As an agent in a local independent brokerage for over eight years, Wendy steadily grew her business to see sales of over 50 transactions annually.

In 2010, Wendy made the move to RE/MAX to increase her marketing presence online through advanced technology.

In 2013, she opened her own brokerage – *Arkansas Property Brokers*, where she grew the company by adding talented agents to help sell homes in the Conway community.

As a broker of her own company, she emphasized the necessity for education to stay



relevant in an ever-evolving real estate climate. It's that commitment to learning that Wendy says sets the agents at her brokerage apart from the competition.

In 2015, Wendy attended the Zillow Broker Summit in Denver where she had a chance to see NextHome's CEO, James Dwiggins, speak on stage.

"After seeing James' vision of where real estate was going, and then hearing what direction NextHome was headed, I thought, 'That's exactly what I want for my brokerage'," recalls Wendy. "The company brings an organic, relationship building approach to the industry and has all the technology I could ever ask for to provide for our agents."

"With all that the franchise has to offer in an affordable package, it was a simple choice to franchise with NextHome," added Wendy.

Please join us in welcoming Wendy, Scott, and the rest of the team at NextHome Local Realty 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 325 offices and more than 2,200 agents. The company closes over 9,000 transactions annually worth over \$3.2 Billion in volume.

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