



Press Release
September 5, 2018

NextHome Dynamic opens in Pennsylvania

Heidi Powell launches her NextHome franchised office in Freeport, PA

Pleasanton, CA — September 5, 2018 — NextHome is proud to announce our newest addition to the franchise, **NextHome Dynamic**. The brokerage represents the seventh office location opened in the state of Pennsylvania for the NextHome franchise.

The office also represents the 300th location launched by the NextHome franchise.

The brokerage will be led by owner/operator and broker of record Heidi Powell. She will handle all day-to-day operations and provide agent support for the brokerage. Heidi is a long-time REALTOR® and one of the most productive agents in the state of Pennsylvania. The brokerage currently has six licensed agents, a Director of Operations (Toni Wicks), and a “Marketing Maven.”

NextHome Dynamic is based in Freeport and is located 30 minutes north of Pittsburgh. The borough is home to approximately 5,000 residents and is on the corner of four different counties. The brokerage will serve the residents of Allegheny, Armstrong, Westmoreland, and Butler counties. The area is known for its Freeport school district which is one of the highest rated districts around.

The brokerage will provide services such as first-time home buyer representation, investor purchases, multi-family purchases and sales, land representation, condominium purchases, senior housing needs, and new construction. Several agents at the brokerage are investors and bring a unique understanding of investor needs.

Heidi has been in real estate since 2008. She came into the business at a time when many people were getting out of the industry. Previous to real estate, Heidi came from a background of business development for contractors, which has helped her provide value to her real estate clients ever since.

In her very first year, Heidi earned Rookie of The Year honors from her local *Century 21* brokerage and by year two, she was the top agent for the entire company, averaging more than 30 transactions annually. As the top producer for the brokerage, over the next few years Heidi looked to move into an ownership role for a company of her own.

“I wanted to be in a leadership role working alongside others, rather than just working independent,” said Heidi. “I knew a lot of great agents who I wanted to mentor and help become an incredible asset to our community. Owning my own brokerage would allow me to follow that dream.”

In 2013, Heidi opened her own brokerage under the *RE/MAX* franchise. By providing a unique, fun, and vibrant culture to the local real estate industry, Heidi felt her brokerage brought a different kind of “dynamic” to real estate.



She grew the brokerage to 12 agents selling more than 150 transaction sides, all while still selling in excess of \$8 million in annual sales in a market where the average sales price was under \$200,000.

In late 2017, Heidi began looking at other franchise options to align her brokerage with as her agreement with *RE/MAX* was coming to the end of its term.

“I felt it was time to look at other options as I wanted a company that could move quickly to adjust to market conditions and agent needs,” said Heidi. “I was looking for alternatives when I found NextHome.”

“I love NextHome not just for the technology the franchise provides, but the family-feel and the sense of caring for the local communities the NextHome franchisees serve.”

When speaking with Heidi, you’ll note that she mentions working in her community often. She takes pride in being a part of the Freeport community and volunteers for various local events and real estate organizations.

She is a past President of the *Greater Allegheny-Kiski Area Board of REALTORS®* and served on several charitable events while on the Board.

The NextHome Dynamic agents donate money to the “*Dynamic Foundation*” with every transaction closed. These funds are voted on by the agents at the end of the year as to how the money will be gifted. In 2017, the company donated money to a local veteran whose house had roof damage which he could not afford to fix. With the water damage causing mold inside the home and creating a health hazard, Heidi and her team hired a contractor to fix the roof, had a mold remediation company come and remove the harmful situation and restore the veteran’s home back to livable condition.

As a broker/owner of a local small business, it was important to her to help in the community, showing gratitude for the local residents.

When not selling real estate, Heidi spends time with her family. She and her husband of 19 years, Jay, have two daughters – McClain (16 years old) and Autumn (14).

Please join us in congratulating Heidi and the rest of the team at NextHome Dynamic on the opening of their new NextHome office in Freeport, PA!

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 national franchisor with a focus on changing the way consumers work with local agents and shop for real estate online. It owns the NextHome and Realty World Northern California & Northern Nevada franchise networks with over 400 offices and more than 3,000 agents. The company closes over 14,000 transactions annually worth over \$4.6B in volume.

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