



Press Release

October 24, 2019

NextHome expands in Myrtle Beach

“Humans over houses” culture helps NextHome Seekers triple their business

Pleasanton, CA — October 24, 2019 — NextHome is thrilled to announce the expansion of **NextHome Seekers** in Myrtle Beach, South Carolina. After almost three years of exponential growth, husband and wife team Liam and Tammi Pierce are opening the doors to a second office location. The office will represent the 9th NextHome franchised location in South Carolina and will complement the Pierce’s existing office in Murrells Inlet.

The NextHome Seekers team of top-tier agents have used their friendly, people-first approach to triple the office’s sales volume since its original opening in 2017. Today, the family of 15 agents is on track to close more than 100 transactions in 2019.

“One thing we teach our agents is to create experiences, not transactions,” Liam said. “We take to heart the NextHome philosophy of ‘humans over houses.’ The agents take it and run with it. They have so many incredible stories and we have immensely enjoyed nurturing that culture and sharing that people-first approach with our clients.”

As NextHome Seekers continues to grow, the team looks forward to now serving clients in Conway, Little River, Longs, North Myrtle Beach, and parts of North Carolina. In addition to these new areas, the NextHome Seekers team will continue to provide superior service to Myrtle Beach, Murrells Inlet, Surfside Beach, Pawleys Island, and the remainder of Horry and Georgetown Counties.

NextHome Seekers is especially well-positioned to help with residential sales, investment property sales, commercial sales, luxury, and second home sales.

“Our new office is in a great central location, which will give us more exposure and offer agents an extra space to work and bring clients in,” Liam said. “We have been growing exponentially, and we want to keep growing, so opening another location just made sense.”

Both Liam and Tammi entered real estate after several years in management for a furniture distributor. The two met while living in the West Virginia/Pennsylvania area and were married in 2009.

It was an especially snowy winter in the Northeast that made the couple rethink where they wanted to raise their family. The long hours they contributed to the corporate lifestyle wasn’t working either.

“We enjoyed our jobs, but after we had our second child, we realized that living in the Northeast wasn’t a fit for our family,” recalled Liam. “Tammi and I decided to head south and make Myrtle Beach our new home. With the move, we were able to reevaluate what career we wanted to pursue that allowed us to raise our children the way we wanted to.”

“After the stressful travel, corporate deadlines, and demands of our previous career, Myrtle Beach has been the perfect place for our family,” added Tammi.

After relocating, Tammi got her real estate license in 2012, and Liam followed suit a year later.



Starting their real estate career with a local franchised brokerage in Myrtle Beach, the Pierces sold an amazing 26 homes in their very first year.

Over the next several years, they continued to build on their business, selling over 35 homes annually.

In November of 2015, the Pierces opened their own brokerage – Realty Co. Unlimited.

Coincidentally, just a few months after opening this brokerage, they discovered NextHome.

“The company’s philosophy matched up exactly with what we believed in,” said Tammi. “Add in that the technology was second to none, we were all in. We are still thrilled to be a part of the NextHome family.”

NextHome Seekers officially opened its doors for the first time in March 2017.

When the Pierces aren’t working, they live their family-first philosophy. They recently welcomed a new baby, Nolan, into their home in September. They are also the proud parents of Jaina (9) and Xander (7). When one-month-old Nolan isn’t demanding all their attention, the Pierce family loves spending time at the beach and taking in all that Myrtle Beach has to offer.

“We are very lucky to have built a home where millions of people come to vacation,” said Tammi with a smile.

Please join us in congratulating Liam, Tammi, and the rest of their team at NextHome Seekers on their success and the 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 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 465 offices and more than 3,800 agents. The company closes over 20,000 transactions annually worth over \$6.4B in volume.



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