



**Press Release**

**October 31, 2019**

**NextHome shifts the paradigm in Mid-Missouri**

*Local marketing pro Betsy Woodruff opens a NextHome office in Columbia*

**Pleasanton, CA — October 31, 2019** — NextHome is proud to announce our newest addition to the franchise, **NextHome Paradigm**. The brokerage represents the eighth office location opened in the state of Missouri for the NextHome franchise.

Based in Columbia, NextHome Paradigm is owned by local marketing guru Betsy Woodruff. Betsy's daughter, Katherine - an experienced marketer in her own right - will be the business's broker of record.

The NextHome Paradigm team aims to challenge old standards and raise the bar when it comes to the level of skill and service clients should expect from their real estate agent.

Betsy and her team bring unique marketing and branding expertise to residential buyers and sellers. The NextHome Paradigm team also frequently assists niche clients buy and sell farmland and equestrian properties.

NextHome Paradigm will serve clients in Columbia, Fulton, Mexico, Hallsville, Centralia, Ashland, Hartsburg, Harrisburg, and the remainder of Boone, Callaway, and southwest Audrain Counties.

Located one and a half hours west of St. Louis and less than two hours east of Kansas City, Columbia is home to the University of Missouri. The town is well-known for its academic culture, world-class healthcare, and its commitment to the arts.

Betsy is also a well-known fixture in Columbia. The Missouri-native made her mark as co-founder of the nationally recognized *WOODRUFF* marketing and branding agency for 17 years. Long-time Mizzou football fans still recognize her name as the REALTOR® who sponsored the Tigers' touchdown drive stats at Faurot Field after every score.

"Total strangers still come up to me and say, 'Betsy Woodruff... to the House!'" Betsy said with a smile.

In 2011, Betsy started working as the director of marketing and communications for Missouri REALTORS®. Her close association with real estate professionals gave her an appreciation for the career and a desire to pursue her real estate license.

"I saw people who were successful in real estate come from all different backgrounds," Betsy said. "I thought that with my passion and skill for marketing I could really do well in the industry. In hindsight, I wish I'd gotten my real estate license 20 years ago!"

Betsy soon found herself working for an independent brokerage, where she stayed for seven years. Out of roughly 60 agents, Betsy quickly became a top producer and was consistently one of the highest producing agents at the brokerage. Her hard work and creative marketing also catapulted her to the top five percent of producing agents in her MLS area, which has about 650 REALTORS®.



“As a long-time business owner, I was well-connected in the community,” Betsy said. “I had a good reputation from that, I’ve really tried to make sure that my marketing efforts are ‘out of the box’ and creative.”

Her knack for creativity and a desire to shift the Columbia real estate paradigm is what eventually prompted Betsy to look into opening her own brokerage.

“Honesty and transparency not only save time and prevent wasted energy, but also represent the qualities each of us should expect from those with whom we do business,” Betsy said. “While the Golden Rule may sound cliché, its genuine intent represents the standard to which I hold myself accountable.”

These guiding principles aligned exactly with what the NextHome corporate brand offered and, after a quick web search and perusing NextHome’s website, Betsy was hooked.

“The branding was fantastic,” Betsy said. “Great marketing is near and dear to my heart. I literally spent 30 minutes just going through the NextHome website and my mouth dropped open. I Googled each member of the NextHome leadership team and immediately texted Katherine and said ‘I found it! This is who we are!’”

As she works to grow her business, Betsy strives to continuously elevate the bar for Mid-Missouri real estate.

“A paradigm is a standard, perspective, or set of ideas,” Betsy said, explaining the brokerage’s name. We’re challenging old standards and raising the bar when it comes to the level of skill and service consumers should expect from their real estate agent.”

Under the NextHome banner, the team’s service reflects their intense focus on the success of their clients using cutting edge technology, consumer-centric marketing, and outside-the-box creativity along with genuine care and concern to deliver an unprecedented level of service and a continuous commitment to client satisfaction.

When Betsy isn’t growing her business, she is an avid equestrian and a die-hard Mizzou football fan. She is the proud mother of two daughters, Lauren (29) who lives in Los Angeles and Katherine (25) who is NextHome Paradigm’s broker of record.

Please join us in congratulating Betsy and Katherine on the opening of NextHome Paradigm in Columbia, Missouri!

**Interested in being a part of the NextHome Real Estate Franchise? Contact VP of Sales Charis Moreno at [Charis@NextHome.com](mailto:Charis@NextHome.com).**

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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 500 offices and more than 4,200 agents. The company closes over 20,000 transactions annually worth over \$6.4B in volume.

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