



Press Release

November 5th, 2019

NextHome announces 400th franchised location

NextHome In The Pines brings decades of experience to homebuyers in North Carolina

Pleasanton, CA — November 5, 2019 — NextHome is proud to announce the 400th addition to the franchise, **NextHome In The Pines**. Nestled in picturesque downtown Southern Pines, North Carolina, the brokerage marks a milestone for the flourishing NextHome franchise.

“NextHome’s ‘humans over houses’ philosophy and one-of-a-kind branding is catching the eye of brokers across the nation and we are thrilled to be making a difference in 400 (and counting) communities across the U.S.,” said Imran Poladi, NextHome’s Vice President.

The brokerage represents the 18th office opened in North Carolina for the NextHome franchise.

NextHome In The Pines is led by local real estate veteran Kelly Curran. While Kelly is using her talents to serve local clients, Belinda Tucker will serve as the broker of record and administrative lead for NextHome In The Pines.

Alongside her growing team of agents, Kelly is bringing people-first service to Moore, Harnett, Lee, Hoke, and Cumberland counties. Located just over an hour south of Raleigh, the town of Southern Pines is an attractive market for military families serving at Fort Bragg. The area also offers easy access to North Carolina’s stunning mountains.

Kelly and her team offer a wealth of experience in military relocations, first-time home buying, resales, and investment properties.

Kelly’s experience in real estate began at the brink of the 2000s in Connecticut, where she started working as an agent with a small regional company. Kelly remained with that company after it was bought by Coldwell Banker. While there, she worked with both buyers and sellers to create a seamless experience.

In 2007, Kelly and her family moved to Seven Lakes where she obtained her North Carolina real estate license. She started at a small independent firm, then soon migrated over to a nationally franchised brokerage where she remained for six years.

“The sheer volume of growth we achieved there was incredible,” Kelly said. “I was able to build a team and top \$6 million in sales volume in an area where the average home price hovered around \$190,000.”

In 2016, Kelly decided to move her talents to another small independent brokerage. She was there for three years and continued to grow and expand her business. Kelly was able to increase her team’s sales volume to more than \$11 million, and she added two buyer agents and an administrative staff member to the team.

In 2018, after experiencing what both small independent and nationally franchised brokerages had to offer, Kelly felt it was time to find the best of both worlds.



“Opening my own brokerage was what I saw as the next step in my growth,” Kelly said. “I was very attracted to the idea of being able to set the policy and directions of my own company to best serve the needs of agents and clients.”

After reading positive news articles about NextHome, Kelly knew she had found a good fit for her goals.

“If I was going to do this, I knew I needed a good franchise,” Kelly said. “I didn't want to reinvent the wheel. At the same time, I wanted to give clients and agents something they could not get anywhere else.”

She gave NextHome a call and the rest is history.

Today, Kelly is poised to provide North Carolina agents and homebuyers with unparalleled resources and service.

“Our agents love the fact that they don't feel a crushing pressure to simply sell, sell, sell,” Kelly said. “Yet, they feel pressure to be better than they were the day before. With our small team and NextHome’s resources, we have the ability to help agents build their own personal business. We want to make the lives of our agents better so they can make the lives of their clients better. As we do that, we all will continue to grow our business.”

For clients, Kelly has created a culture of consumer-focused service.

“I believe in treating people as I would want to be treated,” Kelly said. “As a kid, we moved all over the place. Today, I can be that person who helps take a little bit of the fear out of such a big life change. At NextHome In The Pines, we follow through and we are always available. We will always put your needs first.”

Kelly is married to her sweetheart of 21 years, Tim, and together they have a son Ryan (19) who is a freshman at Embry-Riddle Aeronautical University in Prescott, Arizona.

In the rare moments when Kelly isn't helping her clients or building her business, she enjoys traveling and relaxing at home with her husband.

Please join us in congratulating Kelly on the opening of NextHome In The Pines in Southern Pines, North Carolina!

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 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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