



Press Release

November 15th, 2019

Father and son team open Blacksburg NextHome office

With deep roots in the community, Joel and Ranny Humphreys poised to succeed in booming Virginia Tech-area market

Pleasanton, CA — November 15, 2019 — NextHome is proud to announce our newest addition to the franchise, **NextHome New River Valley**. The brokerage represents the 10th office location opened in Virginia for the NextHome franchise.

Based in Blacksburg, NextHome New River Valley is owned by father and son team Ranny and Joel Humphreys. With 37 years of combined experience, Ranny and Joel provide expertise in all types of residential sales including relocations, first-time home buying, and investment properties. Ranny has deep roots in the community from providing superior commercial property sales services, and Joel brings extensive expertise in technology and business operations. As nearby Virginia Tech expands its student population, the NextHome New River Valley team is also happy to help investors looking to purchase a solid student rental property, including multi-family real estate.

The office's six agents spread their time across Montgomery, Roanoke, Botetourt, Giles, Wythe, Bland, and Floyd counties serving buyers and sellers in towns such as Blacksburg, Christiansburg, Radford, Riner, Wytheville, and towns south to the Tennessee state line.

Located just 30 miles from Roanoke, the small town of Blacksburg is known as the home of Virginia Polytechnic Institute and State University. Due to the flow of educated talent to the area, companies in the high-tech industry find Blacksburg perfect to lay roots. Several aerospace manufacturers and defense department suppliers have operations based in Blacksburg.

In the 1960s, Blacksburg's appeal attracted Ranny to Virginia Tech. After graduating in 1970, the Virginia-native married his high school sweetheart Joan and began a successful career as a pharmaceutical representative. For many years, Ranny developed trusting relationships with hundreds of physicians across Virginia.

However, in 2000, Ranny felt the pull toward real estate. After obtaining his Virginia license, he began working full-time with a small boutique firm. When that firm was bought out, Ranny moved on and joined RE/MAX Allegiance - one of the largest real estate companies in the state.

After working in the medical device industry, Joel also felt a pull to real estate. In 2005, he obtained his real estate license and began working for his dad at Allegiance. Then, in 2008, Ranny opened his own independent franchise - RE/MAX 1st Realty. As an agent, Joel contributed to 1st Realty's success.

Even in the midst of a national recession, the Humphreys built a thriving business. Among three brick and mortar offices, Ranny retained 33 high-performing agents who were seasoned masters in the industry. At one point, the franchised office held 20% of Blacksburg's market share.

"It was really due to a lot of great relationships that my dad built," Joel said. "We cared about these agents and that's why these great people stuck around."



In 2018, the Humphreys knew their contract with RE/MAX was about to expire, which sparked their research into other franchise options.

“We wanted to grow and keep pushing ourselves to be better,” Joel said.

One day, Joel was asking about franchise options in REALTOR® Facebook groups and several people recommended NextHome.

“NextHome is different from any other company out there,” Joel said. “The entire culture of NextHome is built on this idea that a company can care about personal interactions. Their motto of ‘Humans over Houses’ is infused throughout everything they do. Along with the technology, NextHome is lightyears ahead of others in the industry.”

“NextHome is hungry enough to stay ahead,” Ranny said. “They won’t rest on their laurels.”

As their team grows, the Humphreys are now sharing that people-first culture with both agents and clients.

“We care about our agents and want them to succeed,” Joel said. “We’re not about the numbers. To us, you are a person, not just another agent.”

Ranny added that clients can expect NextHome New River Valley to leverage every tool in their box to get their property sold - including client-centric care and compassion.

“We have unsurpassed technology to get the client’s property sold,” Ranny said. “And more than that, we believe that business will take care of itself if we take care of the people. The client is the most important part of any business transaction. If they are happy, everyone succeeds.”

When they aren’t selling real estate, the Humphreys enjoy spending time with their families and volunteering in their communities.

For 25 years, Ranny led various Bible studies with Community Bible study and Bible Study Fellowship as well as his church. Four years ago, he began teaching Sunday School. Ranny will soon celebrate 50 years of marriage to his high school sweetheart, Joan. Together they are the proud parents of Joel and their daughter, Dale.

Joel has been married to Joanna Humphreys for 14 years. Together they are the proud parents of five children: Josiah (11), Elijah (10), Micah (6), Ellyanah (4), and Judah (1). In his spare time, Joel is also active in serving his church and he coaches his children’s soccer and baseball teams. When the family is together, they enjoy camping, going to the movies, cookouts, and attending the kids sporting events.

Please join us in congratulating Ranny and Joel on the opening of NextHome New River Valley in Blacksburg, Virginia!

Interested in being a part of the NextHome Real Estate Franchise? Contact VP of Sales Charis Moreno at 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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