



Press Release

November 19th, 2019

Kansas's top transactions agent opens NextHome office

Mary Froese combines business integrity with superior tech in Topeka

Pleasanton, CA — November 19, 2019 — NextHome is proud to announce our newest addition to the franchise, **NextHome Professionals**. The brokerage represents the 10th office opened in the state of Kansas for the NextHome franchise.

The Topeka-based office is owned by Mary Froese (frāz). Mary is leading the area's brightest independent agents as they bring NextHome's unique blend of technology and personalized service to Topeka and surrounding counties.

NextHome Professionals will serve buyers and sellers across Shawnee, Osage, Wabaunsee, Jefferson, Douglass, Geary, and Jackson county.

Mary has spent many years building unparalleled expertise in residential sales, foreclosures, and commercial properties. NextHome Professionals agents are also experienced in relocations and investment properties.

Mary's remarkable career in Midwest real estate began in 2007, after she sold her mortgage company to Wells Fargo.

"After almost a decade in the mortgage business, I loved real estate," Mary said. "When my company sold, I decided it was time to get on the other side of the table."

Mary's mortgage company operated 11 offices in nine different states, meaning her first job as a new agent was to build a strong Topeka reputation. Her entry into real estate also coincided with the worst downturn American home buying had experienced in decades. Nonetheless, through hard work, follow-through, and packing her weekends with open houses, Mary closed 96 transactions her first year.

"In that first year, I wanted to learn how to do all things real estate - the paperwork, process, transactions, inspections, contracts, all of it. I also wanted to learn how to do it really well," Mary said.

After thoroughly mastering the foundations of real estate, Mary's second year focused on foreclosures.

"Foreclosures were very common at the time, so I focused on building unparalleled skills in that arena," Mary said.

In her third year as an agent, Mary became known as an investment real estate expert. By focussing on one area of expertise at a time, Mary climbed to the pinnacle of her profession.

"Although it required me to turn down business, I didn't want to take the shotgun approach," Mary said. "I only said yes to the things I knew I would be able to deliver superior value on. I wanted to build a really strong reputation, and do the best job possible. That was the focus that allowed me to grow."



After four years of building a reputation as Kansas's premier agent, Mary had the opportunity to buy the nationally franchised real estate office she worked for. In 2012, alongside a business partner, Mary added brokerage ownership to her skillset.

In the following years, Mary built the number one selling team in the state based on transactions - a distinction the team held for many years. Alongside six agents, The Froese Team closed 784 transactions at their peak.

"I think my work ethic came from growing up on a farm," Mary said. "I have a big family, all brothers, no sisters. My dad stressed hard work, being nice, and doing the right thing. I've always run my business not necessarily based on how I would want to be treated, but how I would want others to treat my parents or my children."

Mary's success is built on a foundation of integrity.

"I believe in doing the right thing, always. Even if you feel like you are losing at the time, if you do the right thing, it always works out in the end," Mary said.

As the real estate market in the Midwest continued to evolve, Mary knew she needed a company that could support her thriving, values-driven business with cutting-edge technology and marketing. That's when she found NextHome.

"Today's market is increasingly driven by technology," Mary said. "In addition to ethical treatment, clients increasingly want the ease, comfort, and immediacy available from the tap of a smartphone or the click of a mouse."

Mary saw how NextHome's business was the perfect blend of cutting-edge technology and old-fashioned values.

"With NextHome, everything is set up so smoothly for agents, brokers and owners," Mary said. "We put a listing in and within 24 hours we have the marketing package at our fingertips. The superior tools take care of everything, allowing our agents to focus on great customer service."

When she isn't building her business, Mary is a voracious reader - consuming about three to four books per week. She is also active with her local community and takes an active role in the neighborhood stabilization programs across Topeka.

Mary and her husband Gary have fostered children, instilling in the family a passion for helping those who need a little extra support and help. NextHome Professionals has teamed up with Communities in America, an organization that works with youth. The office has hosted fundraisers and gathered school supplies for the organization - a partnership they hope to continue well into the future.

Mary and Gary are the proud parents of four children - many following their mother into the real estate business. Seth (30) has been working with his mother as a REALTOR® for eight years. Holly (27) helps with administrative tasks at the office. Cody (26) works in real estate remodeling and owns a lawn care business. Katie (24) also has her real estate license and recently moved to Iowa.

As a family, they love to vacation together, cook family dinners, and play spirited card games.



Please join us in congratulating Mary on the opening of NextHome Professionals in Topeka, Kansas!

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 600 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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