



Press Release

November 27th, 2019

NextHome announces newest brokerage in the Triad Area

Business-savvy trio brings creative solutions and fresh branding to North Carolina

Pleasanton, CA — November 27, 2019 — NextHome is proud to announce our newest addition to the franchise, **NextHome Realty Partners**. The brokerage represents the 19th office location opened in North Carolina for the NextHome franchise.

NextHome Realty Partners is owned by Tracy Turner and Doug Witcher. Adriane Witcher, Doug's wife, works as a REALTOR®/broker for the office and David Turner, Tracy's husband, is NextHome Realty Partner's project manager.

Based in High Point, NextHome Realty Partners' agents are looking forward to serving clients across Greensboro, Kernersville, Jamestown, High Point, Winston-Salem, and the remainder of the Triad.

High Point, nestled between Greensboro and Winston-Salem, is known as the "Furniture Capital of the World" and is the home of High Point University and a brand new minor league baseball team, the High Point Rockers. The Triad boasts a veterans hospital, as well as six additional major universities, two more minor league baseball teams and the Greensboro Swarm, a basketball team owned by the Charlotte Hornets.

With 12 agents and growing, NextHome Realty Partners provides expertise in all types of residential real estate including first-time home buying, investment properties, and veteran relocations.

"We want to bring on agents that are like-minded as us and will go the extra mile to take care of their clients," said Tracy. "We want agents who will be creative and think outside the box to get the job done."

NextHome Realty Partners can trace its origins to 2009 when Tracy first obtained her real estate license. Prior to that, Tracy was a Director of Sales and Marketing for Sheraton Hotels where she developed an interest in real estate investing. In 2006, she and her husband started a real estate investment company and purchased over 45 foreclosures properties. They would fix up and rehab the properties to sell or rent.

Tracy initially worked for a small, independent firm, and eventually a larger firm where she sharpened her skills over the next six years. In 2014, she became broker-in-charge of a nationwide real estate firm.

In 2016, Adriane Witcher obtained her real estate license and started working for Tracy. Adriane, Doug, Tracy, and David had been friends for over 20 years. Tracy had no reservations about hiring Adriane as a new agent because of Adriane's successful business background.

Doug and Adriane started a trucking company, Worth Transportation Systems, in 1998. They grew it from one truck and a small warehouse to a multi-million dollar business delivering furniture throughout the United States. They sold the business in 2004 and bought Balance Day Spa in Greensboro, NC. They soon added two more locations in the Triad. They sold the spas in



2010 and became involved in a couple other businesses until they realized real estate was undoubtedly their calling.

“Doug and I have purchased 11 homes that we have lived in, all in the Triad, during our almost 20 years of marriage,” said Adriane. “We have always enjoyed the home buying, selling, and remodeling process. With our interest in real estate, becoming a REALTOR® seemed like the perfect fit.”

Doug soon followed with getting his real estate license and in Spring of 2017, the Turners and the Witchers once again got the entrepreneurial itch. In Fall of that year, they opened their own firm called Turner Witcher Realty. A brick and mortar office soon followed and they quickly grew to six agents.

The company thrived in its first year, with Doug, Adriane, and Tracy closing over 60 transactions themselves along with dozens more from their agents.

Their connection to NextHome began not by looking for a franchise to partner with, but because they were looking for a way to improve their logo and have consistency in marketing.

“While I was researching logos, I remembered a REALTOR® that I had a deal with earlier this year who worked with NextHome Triad Realty,” Adriane said. “The logo and mascot caught my attention. We were not fans of franchises, but the branding was really good. We were interested, but hesitant. I presented it to Doug and Tracy and it wasn't long before we were on the phone with NextHome's vice president of sales Charis Moreno.”

The trio knew they wanted to give their agents and clients the best, most up-to-date technology and tools. They wanted to improve their logo to be sharp and consistent in all advertising and marketing. The search for a logo morphed into an upgrade for their entire business.

“When I looked at franchises, I always associated them with an old and stuffy feeling,” Doug said. “Then I saw NextHome and it was new and fresh. They offered everything we were looking for while still allowing us to operate our own business. They didn't impose all the rules and regulations of a typical real estate franchise.”

Adriane found the branding tools to be a significant time saver for a brokerage that was doing it all independently before.

“Adriane is our in-house tech guru and she was usually the one who was searching the Internet for better and more efficient ways to get things done,” Tracy said. “With NextHome, everything is in one place, right at our fingertips.”

“There is consistency and comprehensiveness in the branding and marketing. NextHome offers everything we wanted and needed, including things we didn't even know we needed,” said Adriane.

Today, NextHome Realty Partners offers that outside-the-box thinking and unparalleled marketing to all of their clients, and it shows. So far in 2019, the brokerage helped clients with more than 100 successful transactions and did \$24 million in sales. Tracy, Doug, and Adriane are still selling as successfully as ever.



Outside of helping clients find their next home, Doug and Adriane enjoy cheering on the Carolina Panthers and Adriane's alma mater, the UNC Tarheels. They are the proud parents of two children: Hayden (20) and Sofiya (19) whom they adopted from Russia in 2002.

Tracy has been married to David for 27 years and she is the mother of four, Lauren (24), Brittany (23), and twins Jack and Kristen (14). Lauren is married to the firm's newest agent, Spencer Harrell, and they are expecting a baby girl in early January. In the summer months, the family enjoys going to Smith Mountain Lake and supporting their kids as they play soccer and golf.

Please join us in welcoming Tracy, Doug, Adriane, and the rest of the team at NextHome Realty Partners to the NextHome family!

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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For more information, press:

Imran Poladi

209.470.1493

imran@nexthome.com



For more information, sales:

Charis Moreno

925.271.9102

charis@nexthome.com

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