



Press Release

December 19, 2019

NextHome opens new office in McKinney, Texas

Customer-first service defines newest brokerage

Pleasanton, CA — December 19, 2019 — NextHome is proud to announce our newest addition to the franchise, **NextHome Town and Country**, based in McKinney, Texas. The brokerage represents the 29th office location opened in Texas for the NextHome franchise.

NextHome Town and Country is owned by the husband and wife team of Charlie and Penny Crane. Penny is the brokerage's CFO and Charlie is the broker in charge. Both are licensed and experienced real estate agents in Texas.

The Crane's office of six agents is ready to serve clients across North Texas including McKinney, Plano, Frisco, Denton, Garland and the remainder of Collin, Denton, Dallas, and Grayson counties.

NextHome Town and Country serves a diverse range of real estate needs, reflecting North Texas's unique housing options. Types of single-family housing range from the starter homes, historic properties, to mansions in the millions. McKinney is located just 30 miles north of downtown Dallas and is the perfect transition between the buzz of the Dallas/Fort Worth area and the wide-open skies near the state's northern border.

Charlie began his real estate career in 2012. Prior to real estate, Charlie was the vice president of a digital printing company. He also has a background in operations and logistics following a career in the air cargo business.

However, Charlie's vision was always to be his own boss and open a real estate brokerage.

During the beginning of his real estate career, Charlie worked with an array of nationally franchised brokerages. In 2013, he started working with a large national brand and spent six years building his portfolio of happy clients.

At this point in his career, Charlie was selling about \$8 million per year in a market where the average sales price hovered around \$275,000.

"It just really took off then," Charlie said.

Through all the success, Charlie knew he eventually wanted to open his own brokerage and was actively researching what was available in the market.

"I loved the idea of owning a brokerage because it would give me the ability to take customer service to a new level," Charlie said. "I am a big customer service guy, and having the freedom to do what's right for the client is a big aspect for me."

Penny obtained her real estate license in 2018, much to the surprise of her husband Charlie.

"I knew this was something we were going to do together," Penny said, recalling their conversations about opening a brokerage. "I started taking classes, knowing that if we were going to do this, I wanted to be as knowledgeable as possible."



When Penny began asking questions about real estate in technical terms, Charlie soon discovered her pursuit.

“It has been wonderful,” Penny said. “This endeavor has brought us closer together.”

Then, in March of 2019, Charlie attended a symposium in Austin where NextHome’s Vice President, Imran Poladi, participated in a four-member panel discussion.

“It felt like the first three guys were just trying to sell me something,” Charlie recalled. “Imran was different and I immediately thought that we need to look into NextHome.”

Although Charlie and Penny were impressed by what NextHome offered, they did not stop researching and reaching out to other franchises.

However, after all was said and done, NextHome gave Charlie and Penny the no-nonsense communication they wanted.

Today, NextHome Town and Country is providing McKinney-area homeowners with customer service that goes above and beyond.

“I am truly passionate about customer service,” Charlie said. “It’s all about relationships and I truly believe in taking care of clients. One phrase that you will never hear from us is ‘that’s not my job.’ We take customer service very seriously.”

When they aren’t supporting agents or building their business, Charlie and Penny enjoy North Texas’s natural beauty. The family has a house in Marble Falls where they enjoy spending time with their eight children. Penny and Charlie nurture a blended family with children between the ages of 27 and six. Some of the older children have pursued careers in real estate, with one daughter working for a title company, another daughter with a real estate license, and a son working toward becoming a home inspector.

The family also enjoys time at the lake and talking all things real estate.

“They see how much we enjoy it and we are so thankful we get to leave this legacy for them,” Charlie said.

Please join us in congratulating Charlie and Penny on the opening of NextHome Town and Country in McKinney, Texas!

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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