



Press Release

January 29th, 2020

NextHome announces Jeff Messer as newest South Carolina franchisee

Jeff and Matt Messer bring unparalleled expertise to Myrtle Beach buyers and sellers

Pleasanton, CA — January 29, 2020 — NextHome is proud to announce our newest addition to the franchise, **NextHome On The Beach**, based in Myrtle Beach, South Carolina. The brokerage represents the 11th office location opened in South Carolina for the NextHome franchise.

NextHome On The Beach is owned by veteran real estate trainer and motivational business speaker Jeff Messer and his son Matt Messer.

The office serves buyers and sellers across the Myrtle Beach area in both North and South Carolina. Service areas include Calabash, Carolina Shores, Sunset Beach, Ocean Isle Beach, Holden Beach, Shallotte, Southport, Oak Island, Little River, Garden City, Murrells Inlet, Conway, Pawleys Island, Myrtle Beach, North Myrtle Beach, and the remainder of Horry and Brunswick County.

The Messer Team has the expertise to serve a wide variety of residential clients including luxury buyers and retirees seeking the perfect home. Jeff Messer holds certifications from the National Association of Realtors as a Senior Real Estate Specialist, Certified Residential Specialist, and a Resort and Second-Home Property Specialist. In addition, Jeff is a National Association of Realtors e-PRO certified broker, giving the seasoned professional an inside track on the industry's latest technology tools and how to effectively leverage them to serve clients.

The Messer's expertise has been earned throughout a combined 42 phenomenal years in real estate.

Jeff Messer began his real estate career in 1983 after finishing graduate school in the Dallas/Fort Worth area. As a Texas agent, Jeff built a thriving and nationally noteworthy career. Over the course of 23 years, Jeff worked with various companies including national brands, and he has opened his own independent brokerages. Jeff also took his expertise to the stage, speaking at numerous real estate conferences across the nation alongside Zig Ziglar and Paul J. Meyer. Through speaking engagements with the University of Success, he inspired thousands.

In addition, Jeff is the owner of Texas Real Estate Educational Systems and taught the trade as a full-time adjunct faculty member at the University of North Texas. He also taught for the Dallas Community College District, Vista College and was a certified instructor with the Texas Real Estate Commission. Throughout his career, he has nurtured the careers of more than 10,000 students. While in Texas, he also started Great Western Auction and Appraisal Services. The company provides real estate auction services to clients across the United States.

In 2007, Jeff felt the pull toward the Carolinas. He was born and raised in the Tar Heel State and in 2007 he moved to Asheville, North Carolina. Here, he rebuilt a successful real estate business through determination, networking, and tenacity.

Jeff eventually moved to the Carolina coast in 2011 settling in Calabash where he has been selling real estate ever since.



Matt Messer began his career in management and sales with Penske Corporation in Kansas City, Missouri. However, in 2014, he followed his father's lead and left management for a career in Kansas City real estate. The switch provided Matt with the creative opportunities and lifestyle he had been looking for. In 2018, Jeff convinced Matt to join him in the Myrtle Beach area and the two began successfully selling together with a national franchise.

"It has been great working with him," Jeff said.

Together Jeff and Matt through Team Messer, despite hurricane Dorian's interference, sold about 60 homes achieving \$10 million in sales volume in 2019.

Although the father and son pair were successful working with a nationally franchised brokerage, they wanted to partner with a company that could offer cutting-edge technology and superior leadership. They started looking at partnering with a franchise for their own brokerage.

"One day my friend Rudy asked me to take a look at this company called NextHome that he was interested in and give him my opinion," Jeff recalled. "I was impressed and began looking deeper into what it had to offer."

Today, Rudy Martinez is the owner of NextHome Real Estate Advisors in Southlake, Texas, and now Jeff and Matt have also joined the NextHome family of brokerages.

"The difference with NextHome is that their leadership team has actually sold real estate," Jeff said. "With that first-person experience and knowledge, NextHome has packaged together what I think is the best of the best as far as tools, leadership, and support. Usually in leadership you will find one or two people who are outstanding, but with NextHome every single person is a diamond. It's a totally different experience."

When he isn't selling real estate or building his business, Jeff enjoys playing golf, taking in Myrtle Beach's many live music venues and traveling with his wife of 15 years, Pam. Jeff is the proud father of three children: Matt, Brittany, and Andrew.

Please join us in congratulating Jeff and Matt on the opening of NextHome On The Beach in Myrtle Beach, South Carolina!

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 25,000 transactions annually worth over \$8B in volume.

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