



Press Release

February 20th, 2020

NextHome announces new office in Michigan

NextHome Evolution to serve growing area between Detroit and Ann Arbor

Pleasanton, CA — February 20, 2020 — NextHome is pleased to announce the newest addition to the franchise, **NextHome Evolution**, based in Belleville, Michigan. The brokerage represents the 17th office location opened in Michigan for the NextHome franchise.

Owned by Belleville-local Paul Armstrong, the brokerage serves the growing suburban area between Detroit and Ann Arbor. Although the town of Belleville is only 2.6 square miles, its central location between two of Michigan's biggest cities and its rural charm make it an attractive option for new homebuyers.

"A lot of people see the value here that you are located between those two big cities, but you can still get that country feel," Paul said.

Paul's real estate career began soon after he purchased his own home for the first time.

"I read extensively, I searched online, I got pre-approved, and I really educated myself on the process before even reaching out to a REALTOR®," Paul said.

Then, when Paul finally began looking for a real estate agent, he couldn't find one.

Eventually, Paul began asking patrons at the local bar where he worked. That approach finally connected Paul with the broker at a small independent office, and she was able to help him buy his first home.

"She did an awesome job," Paul said. "After going through that whole process I asked if she would be willing to take someone on as a new real estate agent. She took me under her wing and that's how I got started."

In 2014, Paul got his license and successfully sold real estate for the next two years.

Then, in 2016, he opened his own independent brokerage alongside a partner - MI Choice Realty.

Now in a leadership role, Paul built a fulfilling career and thriving business. At its peak, the small independent had 26 agents working under its banner. Paul personally closed between 50 and 65 transactions annually - all while still coaching and training agents.

After three years with MI Choice Realty, Paul decided it was time for him to go out on his own and open his own brokerage.

His search for the right fit began in November 2019, that's when he discovered NextHome through a mutual friend.

Michael T. Moore, owner of NextHome The Boulevard in Rochester, Michigan, introduced Paul to the company and Paul was impressed.



“He showed me the overall value it offered not only to the broker/owner but also to the agents,” Paul said. “The toolset is incredible - really unrivaled. I also like the fact that NextHome caters to a small brokerage and the company won't look down on us for wanting to be smaller and more client-centered. In fact, they celebrate that client-centric approach. I love that I get to focus on growing the brokerage the way that's best for my clientele instead of what's required of me by a big, sprawling company.”

Today, NextHome Evolution is positioning itself as a no-nonsense resource for buyers and sellers who want highly-trained and knowledgeable agents.

“I want the real estate process to evolve,” Paul said. “That's where NextHome Evolution came from. As we build a brokerage of high-quality agents, we can show that there is an evolution happening in this industry. We are evolving toward a focus on quality experience over transaction numbers, and that's something we can offer that sets NextHome Evolution apart.”

Even when he isn't working, Paul's passion is real estate. In his spare time, he enjoys studying architecture and working on obtaining his building license. One day, Paul dreams of building one or two custom homes.

Please join us in congratulating Paul on the opening of NextHome Evolution in Belleville, Michigan!

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. The NextHome franchise network ended 2019 with 400+ offices and over 3,600 members across 46 states. The company closes over 23,000 transactions annually worth over \$6.2B in volume.

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