



Press Release

April 22nd, 2020

NextHome announces new Kenosha County brokerage

Wisconsin/Illinois buyers and sellers are in store for fresh and diverse real estate options

Pleasanton, CA — April 22, 2020 — NextHome is pleased to announce the newest addition to the franchise, **NextHome Signature Group**, based in Bristol, Wisconsin. The brokerage represents the 11th office location opened in Wisconsin for the NextHome franchise and the 462nd NextHome office opened nationally.

NextHome Signature Group will serve residential buyers and sellers across Southeastern Wisconsin and Lake County, Illinois.

The brokerage is owned by Mini Samuel and Dezarrea Kindle - two of the area's premier real estate agents. Under their guidance, NextHome Signature Group has become the first minority-owned real estate franchise in Bristol.

Mini began her real estate career in 2003 after leaving a nine to five job in human services. The majority of her first seven years in the business were spent with Shorewest Realtors before she opened up her own brokerage in 2011. Mini Enterprise LLC became a passion project. For the next nine years, she successfully ran her own business while raising two children as a single mother.

Then, in 2018, she met fellow REALTOR® Dez at a book club. Mini would soon learn how talented Dez was as a buyer's agent.

Dez obtained her real estate license in 2015 after a long career as a math instructor.

"Real estate was always something I was interested in and the transition to it was just seamless," Dez said.

Her first year in the business, Dez surprised even herself with an impressive number of transactions. Her success stood out at the Century 21 brokerage she worked with. Dez was the recipient of the brokerage's Quality Service Award in 2017, 2018, and 2019. In addition, in 2019 she was recognized with the Quality Leader Award, the Multi-Million Producer Award, the Quality Service Pinnacle Award, and was recognized as the brokerage's Rising Star Candidate.

As she was helping negotiate a purchase for one of her many satisfied clients, Dez had the opportunity to work with Mini.

"She knew her stuff and I was immediately impressed," Mini said.

Dez felt the same way.

"I trust her completely," Dez said. "If she says she is going to do something, she is going to do it - and that is so refreshing. The trust factor is there."

That deal launched a friendship that eventually led to a conversation about opening their own franchised brokerage.



“We knew that if we wanted to grow, we needed more robust tools that would be attractive to not only top-producing agents but also to our consumers,” Mini said.

As Mini searched Google for “up and coming real estate franchises” she discovered NextHome.

“I watched NextHome’s online videos and their idea of ‘running your own race’ attracted me,” Mini said. “It is important to me that we partnered with a franchise that supported us as we worked to meet the needs of our unique community and business goals. That support was enough to say to me, ‘Mini, this is your next career home.’”

Today, Mini and Dez are focusing on building a brokerage filled with diverse agents who care deeply about customer service.

“We want to be known as the real estate firm that provides a great customer service journey for our clients by providing the best talent,” Mini said. The two take great pride in education. Mini holds a bachelor’s degree in Health Administration and is a Certified Staging Consultant. Dez has a Bachelor’s degree in Math and a Minor in Biology and also holds an MBA. This means that a NextHome Signature Group agent will be highly educated with designations. Some will be bilingual, others might have military backgrounds. We want a very diverse group of agents who can serve a very diverse population.”

With Mini and Dez, these agents have a professional home built on ethical business practices and accountability.

“Our agents will know that we are an agency that stands for honesty and integrity and we will hold our agents accountable for their success,” Dez said. “Because when they succeed, we succeed too.”

When they aren’t building their brokerage, Dez and Mini are active in their community. Dez teaches a first-time home buying class through Kenosha County’s Housing Resources as well as with Educators Credit Union. This will be her third year offering that class.

Dez is celebrating eight years of marriage to her husband Robert and she is the proud mother of two children, Deja (21) and Tre (6).

Mini volunteers as a Big Sister through the Big Brothers Big Sisters of America and is a mentor to a 10-year-old. She also volunteers at her church in Antioch, IL, and in addition, she uses her passion for literacy and works with the Kenosha County Literacy Council. Two days a week, Mini teaches literacy classes through the council. When she gets some down time at home, Mini enjoys reading and catching up on her favorite shows. Her daughters, Amanda (25) and Ashlee (22) have grown up to be two very independent and strong women who she is very proud of.

Please join us in congratulating Mini and Dez on the opening of NextHome Signature Group in Bristol, Wisconsin!

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.

###

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.

The names of actual companies and products mentioned herein may be the trademarks of their respective owners. Each office is an independently owned and operated business.

For more information, press:

Imran Poladi
209.470.1493
imran@nexthome.com

For more information, sales:

Charis Moreno
925.271.9102
charis@nexthome.com

For additional announcements and press releases, please visit:
www.nexthome.com/trending