



**Press Release**

**May 8th, 2020**

**NextHome CNY Realty opens in upstate New York**

*New brokerage based on service and mentorship offers top-tier talent*

**Pleasanton, CA — May 8, 2020** — NextHome is pleased to announce the newest addition to the franchise, **NextHome CNY Realty**, based in Fayetteville, New York. The brokerage represents the 12th office location opened in New York for the NextHome franchise and the 469th NextHome office opened nationally.

Located in Fayetteville, NextHome CNY Realty will serve residential clients in the Syracuse area and surrounding suburbs encompassing five counties (Onondaga, Cayuga, Oneida, Oswego, and Madison).

NextHome CNY Realty is owned by Samantha Dougherty - a high-producing REALTOR® with a history of successful team building. Although she was licensed in 2004 in New Jersey, Samantha began selling full-time in the Syracuse area in 2012. For the next five years, Samantha sharpened her sales and customer service skills. Samantha has worked with both Keller Williams and regional brokerage Howard Hanna Real Estate Services.

It was during her time on a top-producing team at Howard Hanna that Samantha discovered her passion for helping other agents reach new career heights.

"I really loved mentoring other agents and I had accumulated a lot of experience and knowledge in the industry," Samantha said.

In 2017, Samantha created the Dougherty Home Team where she had the opportunity to truly let her mentoring abilities shine. By 2019, the team was four-agents strong and had become one of the top 20 highest producing teams in the area. Last year, the Dougherty Home Team accomplished \$17 million in sales volume with about 100 transactions. That achievement is even more remarkable in an area where the average sales price hovers around \$150,000.

In the midst of this success, Samantha began thinking about the next steps for her growing career.

"I began thinking, 'How do I expand? How do I take my sales career to the next level and also help my agents achieve their career goals?'" Samantha said.

Her entrepreneurial spirit and leadership abilities made Samantha a great candidate for business ownership. However, she needed to decide whether franchising or opening an independent brokerage was the right move. As she researched her options, NextHome made the decision easy.

"The feeling I got the minute I learned more about NextHome was unlike anything I experienced with another franchise," Samantha said.

She called the company for more information the week of Christmas 2019 and quickly got a return call from NextHome's CEO, James Dwiggin.



“He said that despite the holiday and people being away from the office, they wanted to get back to me right away,” Samantha recalled. “It was very impressive. My first impression was such a positive one that everything else that I learned about NextHome was just icing on the cake.”

The franchise’s smaller, family-oriented feel aligned with what Samantha wanted to offer at her brokerage. She was also attracted to NextHome’s focus on creating quality agent experiences rather than explosive agent rosters.

Today, NextHome CNY Realty is using NextHome’s unparalleled suite of technology tools to serve buyers and sellers across the Syracuse area.

“In addition to the access they get to me and my team’s expertise, clients can also expect us to use all the tools at our fingertips to market their home and provide them with excellent service,” Samantha said.

For area REALTORS® who are looking for a change, NextHome CNY Realty offers a flexible commission structure that will help associates achieve their best fit.

“I am so happy to share my years of experience,” Samantha said. “From being a buyer’s agent on a team to leading a brokerage myself, I can help agents achieve their best potential. When NextHome CNY Realty agents need support, I operate from a place of service and helping out.”

Samantha also loves to show her appreciation for her clients through several events each year including a summer barbecue to collect school supplies, Thanksgiving pie giveaways, and an Easter Bunny brunch. Through these events, Samantha aims to find opportunities to give back to the community.

In addition, she serves the community by volunteering with a local organization that feeds the homeless, as well as offering her time and support when needed at church or other local events.

Samantha has been married to her husband Jim for 15 years and together they are the loving parents of five kids.

When she isn’t supporting her team or building her brokerage, Samantha enjoys community service, traveling, cooking, dancing, playing volleyball, and board games.

Please join us in congratulating Samantha on the opening of NextHome CNY Realty in Fayetteville, New York!

**Interested in being a part of the NextHome Real Estate Franchise? Contact VP of Sales Charis Moreno at [Charis@NextHome.com](mailto: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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**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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