



Press Release

May 21st, 2020

NextHome opens newest brokerage in Northern Virginia

Michelle and Mark Hale bring cutting-edge marketing and unparalleled customer service to clients in 13 counties

Pleasanton, CA — May 21, 2020 — NextHome is pleased to announce the newest addition to the franchise, **NextHome NOVA Realty**, based in Warrenton, Virginia. The brokerage represents the 11th office location opened in Virginia for the NextHome franchise and the 474th NextHome office opened nationally.

The brokerage will offer cutting-edge real estate marketing and technology to 13 counties across Northern Virginia. NextHome NOVA Realty provides buying and selling service to clients in Fauquier, Culpeper, Prince William, Fairfax, Loudoun, Stafford, Spotsylvania, Orange, Madison, Rappahannock, Warren, Clarke, and Frederick counties.

Located just 45 miles west of Washington D.C., Warrenton is four-square miles brimming with small-town charm. The area attracts residential investors, retirees, and professionals relocating for work with Government contractors or one of the many military facilities, like the Marine Corps Base in Quantico. Warrenton is also attractive for buyers seeking prime equestrian properties. Under the leadership of owner Michelle Hale, NextHome NOVA Realty offers expertise in all these types of real estate transactions - and more.

Michelle will be NextHome NOVA Realty's broker of record and owns the franchise alongside her husband, Mark Hale.

Michelle delved into real estate in 2002. Prior to becoming a full-time REALTOR®, Michelle worked in information technology, specializing in databases and end-user applications.

After obtaining her license, Michelle built a reputation for compassionate client care and service that went above and beyond expectations. Michelle studied architecture and interior design in college and has been the general contractor for two of her own personal residences.

"When I'm looking at new construction, I'm able to clarify anything clients may have questions about," Michelle said. "When it comes to home inspections, I can also explain things that the average agent might not catch."

Michelle started her real estate career with Long & Foster, but spent most of the past decade in the business with Century 21 New Millennium in Gainesville.

Eventually, Michelle recognized that in order to continue exceeding her client's expectations, she needed to take her technology offerings to the next level.

"As I looked around at my options, other firms didn't seem to have the tools or eye-catching marketing that is so important to me," Michelle said. "So, when I stumbled across NextHome, the marketing and technology really caught my attention; the colors, Luke, it all just spoke to me."

Today, Michelle is building a brokerage where high-quality agents can feel truly supported, can have access to plug-and-play marketing, and receive ethical compensation.



“I wanted to run a brokerage where agents could see the value of being a NextHome agent,” Michelle said.

As a top-producing agent, Michelle understood the pain point of getting beautiful marketing produced quickly. That’s why NextHome’s ability to build almost-immediate marketing packages was so attractive.

In addition to its cutting-edge technology offerings, NextHome NOVA Realty is making a difference for area clients through Michelle’s compassionate leadership and approach to sales.

“Once clients work with me, they find I am very easy to talk to,” Michelle said. “I think a big part of how I operate is that I can absorb the stress of buying or selling a home so that my clients don’t have as much to worry about. I have a way of creating calm in an otherwise stressful situation.”

Outside of real estate, Michelle enjoys serving in her community. Michelle serves on the Board of Directors for the Fauquier Habitat for Humanity - a position she has held since 2013 minus a one year pause. Her passion for Habitat for Humanity’s work extends into how she runs her business - a portion of every transaction her firm closes goes directly to the organization.

In addition, Michelle enjoys working with local animal rescues to find forever homes for abandoned dogs, two of which are now members of their family.

Michelle and Mark have been married since 1992 and together they have two adult daughters. Mark recently retired from commercial construction management and served as an Aviator in the US Army.

Together, Michelle and Mark enjoy traveling, hiking, and playing golf.

Please join us in congratulating Michelle and Mark on the opening of NextHome NOVA Realty in Warrenton, Virginia!

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. 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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