



**Press Release**

**May 22nd, 2020**

**NextHome announces new Knoxville brokerage**

*Marty and Michele Bass bring quality service, extensive market knowledge to new office*

**Pleasanton, CA — May 22, 2020** — NextHome is pleased to announce the newest addition to the franchise, **NextHome Premier Properties**, based in Knoxville, Tennessee. The brokerage represents the 10th office location opened in Tennessee for the NextHome franchise and the 475th NextHome office opened nationally.

NextHome Premier Properties offers quality service for first-time home buyers, military relocations, and retirees. In addition, the brokerage can provide expert insights into lake property or condominium purchases.

NextHome Premier Properties will serve the needs of clients across Maryville, Lewisville, Alcoa, Farragut, Lenoir City, and the greater Knoxville area.

The brokerage is owned by Knoxville real estate veterans Marty and Michele Bass. Together, they offer clients a combined 65 years' worth of experience in real estate and small business ownership.

Marty obtained his real estate license in 1978 and became a broker just two years later. In the early days of his career, Marty saw some of the highest rates of inflation in United States history with interest rates rising to nearly 20 percent.

Eventually, Marty diversified his career and took ownership of Brothers Bedding Company in Knoxville. He maintained ownership of the local mattress factory for almost 20 years.

However, Marty remained drawn to real estate. In 2001, he opened Assist 2 Sell Marty Bass Realty in Knoxville. Michele joined the brokerage as an agent in 2002.

Michele's own real estate journey began in 1997. She started her career at a small independent company before joining RE/MAX and working as an assistant to one of the top agents in the office.

After joining Marty at his brokerage in 2002, Michele learned all she could about franchise ownership and building excellent customer service.

In 2005, Michele opened her own brokerage: Assist 2 Sell Smart Choice Realty. She continued to build that business for the next six years. Meanwhile, Marty sold his real estate franchise and returned to running his mattress production company full-time.

From 2011 to 2014, Michele and Marty weathered the fallout from The Great Recession as best they could - Marty at his mattress company and Michele opening a mobile dog grooming business.

However, the pair remained close to both each other and to real estate, and in September 2014 Marty and Michele were married.



Michele returned to real estate full-time in 2014, eventually opening her own brokerage - Assist 2 Sell Bass Real Estate. Marty sold the mattress company and, again, delved into real estate full-time alongside Michele.

“Everything was going really well,” Michele recalled.

As business improved, Marty and Michele began to think critically about their branding and how they wanted to position their business in the Knoxville market.

“We wanted to build a brokerage that focused on five-star, high-quality service,” Marty said. “To accomplish that, we knew we needed to partner with the right franchise.”

As Michele searched for the right fit, NextHome caught her attention.

“When we saw that the Knoxville area was available to franchise through NextHome, we were absolutely thrilled,” Michele said.

Today, NextHome Premier Properties offers clients classy, streamlined marketing that connects the right buyers and sellers. NextHome Premier Properties also offers agents unparalleled support, technology, and training.

“We have so much to offer now,” Michele said. “Everything is seamless and digital, we have virtual tours, we have streamlined marketing, we have the cute little dog mascot, we have it all.”

Both Marty and Michele are active in their community. Marty works with the Knoxville Volunteer Ministry Center, where he helps the homeless with access to basic necessities.

Michele is passionate about helping animals and volunteers with rescue groups around town.

In their downtime, Marty and Michele enjoy watching movies together and working in their yard.

Please join us in congratulating Marty and Michele on the opening of NextHome Premier Properties in Knoxville, Tennessee!

**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.

###

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](http://www.nexthome.com/trending)