



Press Release

June 10th, 2020

NextHome opens two offices in Southern Wisconsin

Mother/daughter duo brings extensive experience and customer-centric values to new brokerage

Pleasanton, CA — June 10, 2020 — NextHome is pleased to announce the newest addition to the franchise, **NextHome Success**, which will serve clients in southern Wisconsin. The brokerage will offer two convenient office locations in Fort Atkinson and Whitewater. NextHome Success represents the 12th and 13th office locations opened in Wisconsin for the NextHome franchise and the 479th and 480th NextHome offices opened nationally.

Fort Atkinson is just more than five square miles brimming with small-town charm. Centrally located between Milwaukee and Madison, NextHome Success's Fort Atkinson offices will serve clients across Jefferson County.

Whitewater is a small university town located just 15 miles south of Fort Atkinson. The community offers access to the beautiful Whitewater Lake and Kettle Moraine State Forest. Agents at the Whitewater office will serve clients across both Walworth and Jefferson Counties - including clients searching for the perfect lake property.

NextHome Success is owned by Carolyn Fox and Amy Fox - a mother/daughter duo with decades of experience in Wisconsin real estate. Under their leadership, NextHome Success already has more than a dozen agents offering clients a broad range of expertise. NextHome Success is well-positioned to help with all types of residential real estate including investment properties, flip properties, foreclosures, vacation homes, and lake properties.

"Among the agents and ourselves, we have a tremendous amount of experience," Carolyn said. "We are able to skillfully tackle things that others wouldn't be able to tackle."

Carolyn has been a REALTOR® since 1992. After three years with Century 21, she opened her own Better Homes and Gardens franchise in 1995. Carolyn skillfully served Wisconsin clients for the next 13 years as both a business owner and active agent before returning to Century 21 as an office manager.

Meanwhile, Amy was working toward her university degree in chemistry. However, after graduating, Amy decided that following in her mother's footsteps was a better professional fit. Amy began her real estate career in 2002 as an office manager. Eventually, she was working 40 hours per week just entering listings. In 2015, Amy finally decided it was time to get her real estate license.

"After so many years spending so much time helping agents, I felt that I was pretty good at real estate," Amy said.

Within a year she also had her broker's license.

Amy and Carolyn began working together in 2015. For the next several years, they created a fantastic reputation for customer service.

However, as the business evolved Carolyn and Amy knew it was time for a change.



Carolyn had been curious about NextHome for several years, so when it was time to change franchises, she knew which direction she wanted to go.

“Our impression of NextHome had stayed with us,” Carolyn said, “So when it was time to make a change, our decision was pretty well already made.”

Today, NextHome Success is combining the Foxs years of experience with NextHome’s suite of unparalleled marketing tools. The result is outstanding value for Walworth and Jefferson county clients.

“Our clients come first, and that's something that really resonated with us about NextHome,” Amy said. “The franchise culture is all about humans over houses. NextHome recognizes that nurturing your relationship with your clients is more important than that ‘one deal’. That perspective is why we have endured as REALTORS® through economic downturns or shifts in the market, and that’s why NextHome was such a great fit for us.”

Carolyn adds that the NextHome corporate philosophy combined with their years of experience also creates an opportunity to nurture successful agents.

“We have the experience to not only cater to whatever our clientele needs, but also the ability to leverage that experience to help agents be better versions of themselves in all the different aspects of our profession.”

When they aren’t supporting agents or building their brokerage, Carolyn and Amy enjoy serving in their community. Through NextHome Success, the Fox’s support the local Humane Society.

“We are animal lovers and many of our agents are animal lovers,” Amy said, adding that the brokerage plans to donate a portion of all sales to The Humane Society of Jefferson County.

Carolyn is the proud mother of three grown daughters: Amy, Carrie, and Sarah. Amy is the proud mother of Connor (10), who loves board games.

Together, the family enjoys hosting cookouts, visiting museums, playing games, and simply spending time together.

Please join us in congratulating Carolyn and Amy on the opening of NextHome Success in Fort Atkinson and Whitewater, 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.

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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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