



**Press Release**

**June 19th, 2020**

**NextHome announces new brokerage in Michigan**

*Seasoned builder now brings expertise to southern Michigan real estate clients*

**Pleasanton, CA — June 19, 2020** — NextHome is pleased to announce the newest addition to the franchise, **NextHome Aegis (ee-juhs) Properties**, based in Royal Oak, Michigan. The brokerage represents the 19th office location opened in Michigan for the NextHome franchise and the 484th NextHome office opened nationally.

Located about 20 minutes northwest of Detroit, NextHome Aegis Properties will serve clients across Birmingham, Royal Oak, Bloomfield Township, Northville, Novi, and the remainder of Southern Michigan.

The brokerage is owned by veteran builder, Craig Kallen. With more than 27 years of experience as a licensed contractor, Craig offers unique expertise in all types of residential real estate.

Throughout the 1990s and early 2000s, Craig built custom homes alongside his father. Their company, Galaxy Builders, built and sold between 100 and 150 homes per year and focused mainly on tract homes. As America descended into the housing crisis, Craig's father concluded Galaxy Builders, and Craig began focusing on custom luxury homes. In 2008 he started Brooklyn Custom Homes and continued creating high-end properties until 2014.

"I understand the mechanics of a house very well," Craig said. "When I walk into a house with a client, I'm able to tell them exactly what they want and need to know."

In 2014, Craig obtained his real estate sales license and began working for his wife's independent brokerage - KLK Realty. He quickly discovered how much he loved the real estate sales industry and decided he wanted to be a broker.

"I absolutely loved that line of work," Craig said. "It was almost better than being a builder. I really enjoy working with agents and helping them achieve their potential."

Craig became a licensed broker in 2019 and hit his stride.

"In early 2019, I was considering opening my own independent and began searching for great logo ideas," Craig said. "When I typed in 'really cool real estate signs' NextHome's came up. It immediately caught my attention."

During the next several months, Craig continued serving sales clients and building ideas for his new brokerage. He once again found himself searching the internet and when he typed in "best real estate franchise in the world" NextHome reappeared. Craig knew he needed to learn more.

"When I reached out, James (Dwiggins, Chief Executive Officer of NextHome, Inc.) called me back and after that conversation, I knew NextHome was a great opportunity," Craig said.

The NextHome approach to real estate aligned perfectly with Craig's goals.



“I clicked with everyone I talked to at NextHome,” Craig said. “James understood that I wanted to be the best NextHome brokerage in Michigan, not necessarily the biggest. NextHome offered the tools I needed to focus on quality over quantity.”

Today, NextHome Aegis Properties is combining Craig’s extensive building experience with NextHome’s eye-catching marketing and unparalleled back-end support.

The brokerage gets its name from the shield carried by Athena and Zeus in Homer’s Iliad. Drawing on the shield’s symbolism, the modern concept of doing something "under someone's aegis" means doing something under the protection of a powerful, knowledgeable, or benevolent source.

Clients working with NextHome Aegis Properties will have access to the guidance of an experienced builder as well as several agents who are deeply knowledgeable about their communities.

“Being a broker, a builder, and an agent, I hope that I can lead clients down the right path that’s right for them and makes them happy - whether it be a \$100,000 house or a million-dollar property,” Craig said.

In addition, agents who work with NextHome Aegis Properties have access to exceptional training and support.

“I’m known as the guy who really talks with and gets to know my agents,” Craig said. “I connect with them throughout the day - I’m there for them. I also recognize raw talent and I’m excited to offer outstanding professionals access to both my experience and NextHome’s great training.”

When he isn’t building his brokerage, Craig is active volunteering in his community. As the pet parent of two rescue dogs, Craig has an especially soft spot for donating to the local Humane Society.

Please join us in congratulating Craig on the opening of NextHome Aegis Properties in Royal Oak, Michigan!

**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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