



Press Release

June 25th, 2020

NextHome announces new Richmond-area office

Under the leadership of Susie Hall, NextHome Advantage offers vast expertise

Pleasanton, CA — June 25, 2020 — NextHome is pleased to announce the newest addition to the franchise, **NextHome Advantage**, based in Glen Allen, Virginia. The brokerage represents the 13th office location opened in Virginia for the NextHome franchise and the 486th NextHome office opened nationally.

NextHome Advantage will serve clients across the greater Richmond metro area in addition to Henrico, Hanover, Chesterfield, Powhatan, Goochland, Chester, and Richmond counties.

With more than 20 professional associates, each with a unique experience, NextHome Advantage is poised to help all types of residential clients. The brokerage offers expertise in first-time home buying, listings, investment properties, relocations, probate, and working with 55+ communities.

Leading this outstanding team is 18-year real estate veteran Susie Hall. Susie began her career in 2002 and worked with a large, nationally franchised brand. In 2004, she formed a team and began a career with RE/MAX. Her leadership skills and sales success quickly made her a trusted resource for agents across the area. In 2005, she opened her own brokerage, RE/MAX Today, where she built a fantastic culture and camaraderie.

“My background is in training and management, so it was a very natural progression,” Susie said.

Despite opening a real estate brokerage at the dawn of one of the greatest downturns in modern housing market history, Susie endured and even grew her business.

“I think agents were hesitant at the time to move to a company that was brand new,” Susie recalled. “But after my first year, people realized ‘hey, she’s sticking around for the long term’ and they knew that I was here to stay.”

What started as a seven-agent office quickly grew to more than 20 producing agents by year two. Then, it continued to grow. Susie’s brokerage burst into the top 35 offices in her MLS area and closed more than 400 transactions last year.

“We really built a business out of my core values: taking care of people, communication, and creating a great workplace culture,” Susie said of the brokerage’s success.

In early 2020, Susie realized that in order to maintain alignment with her core values she needed to partner with a new franchise. She had heard about NextHome several years prior but became reacquainted with the franchise after friends made glowing remarks in social media groups.

“There were a lot of NextHome brokers and owners in a real estate Facebook group I was a part of,” Susie said. “I kept seeing the brand mentioned time and time again. So, I reached out to a NextHome owner and she just raved about the company. She connected me with Charis Moreno (NextHome’s VP of Sales) and it was a very fast evolution from there.”



Today, NextHome Advantage offers agents the streamlined tools, marketing, and support to provide clients with a superior buying or selling experience.

“Over the years, my associates have been promised a lot when it comes to technology and I've had to keep saying I'm sorry it's coming just hold on,” Susie said. “So, when they were able to see all the incredible things NextHome provides there was very tangible renewal, a recharge. I consistently hear ‘this is the fresh start that I didn't know that I needed.’”

Susie was also attracted to NextHome's approach to the industry.

“Everything just clicked,” Susie said. “But one of the first things I read on the website was about how as an industry we need to lift the bar. I just thought, truer words were never spoken. I loved that a company was saying that we need to up our game and serve our clients at a higher level and make it easy for our agents to serve our clients at a higher level.”

In her community, Susie is deeply involved with The Children's Miracle Network. For the past 10 years, Susie has volunteered and contributed to their cause. A portion of each NextHome Advantage transaction fee goes to the charity and, when she can, Susie and her team love volunteering at the local hospital.

“To meet these parents and hear everything they've gone through and hear how The Children's Miracle Network has helped them, it just touches your heart at a really deep level,” Susie said. “It is a cause that is very dear to our agents.”

In addition, Susie is a rescue mom of five animals - two dogs and three cats. As such, she is a heartfelt supporter of Canine Companions for Independence and her local animal shelter.

Susie has been married to her husband Greg for 25 years and together they are the parents of four grown children. Susie's youngest daughter Caitlin also works with her at NextHome Advantage.

Please join us in congratulating Susie and the entire team on the opening of NextHome Advantage in Glen Allen, Virginia!

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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