



Press Release
July 2nd, 2020

NextHome announces new Charlotte-area brokerage

NextHome Rivers Realty offers an emphasis on client relationship building with the benefit of deep area knowledge and professionalism

Pleasanton, CA — July 2, 2020 — NextHome is pleased to announce the newest addition to the franchise, **NextHome Rivers Realty**, based in Charlotte, North Carolina. The brokerage represents the 24th office location opened in North Carolina for the NextHome franchise and the 488th NextHome office opened nationally.

The brokerage will serve residential clients across the greater Charlotte area including Gaston, Union, and Cabarrus counties. NextHome Rivers Realty is also poised to provide excellent service in South Carolina throughout Lancaster and York counties.

NextHome Rivers Realty is owned by Rhonda Rivers, a 17-year veteran of Charlotte-area real estate who has a passion for community relationships and offers excellent customer service. Under her leadership, NextHome Rivers Realty provides expertise in investment properties, corporate relocations, retirement properties, first-time home buying, and numerous other subsets of residential real estate.

Rhonda began her career in 2003 with a small boutique brokerage. As her business grew, she joined Wilkinson ERA Real Estate where she remained for the next 12 years. Throughout her years with the regional firm, Rhonda became uniquely skilled at helping corporate clients with relocations.

In 2018, Rhonda joined a local NextHome office as a Broker-Associate. As she delved into all NextHome had to offer, Rhonda fell in love with the franchise's marketing and technology. She also spent several years developing deep relationships with investment buyers, many of whom return time and again.

"I have enjoyed great relationships over the years and sold many homes for investors, but many have never met me in person," Rhonda said. "That's the type of trust we have built and the type of relationships we have with our clients. I really pride myself on helping clients feel comfortable with my level of knowledge and experience in the area."

After getting to know NextHome's systems and support, Rhonda knew that throughout her career she would remain with the NextHome brand - come what may.

Then, in 2019, when her NextHome Broker-in-charge needed to relocate across the country, Rhonda jumped at the opportunity to open and own her own brokerage.

"I knew immediately that I wanted to stay with NextHome and I didn't want to work with another company," Rhonda said. "I had a positive experience. I knew as an agent how responsive the corporate team was and my broker spoke very highly of it. I knew that in order to make my career as a Broker/Owner successful, I would need those resources and systems in place so I could focus on the excellent service I provide my clients. It was a no-brainer for me."

Today, NextHome Rivers Realty is continuing Rhonda's legacy of excellence.



“This gives me an opportunity to develop a team and provide support to other agents as I continue to build this company,” Rhonda said. “There is something really special about this franchise.”

In her role as a business owner and mentor, Rhonda is incorporating her background in education. Rhonda holds a bachelor’s degree in elementary education and a master’s degree in early childhood education with an emphasis in leadership. Her career in education not only gives her valuable skills that can help agents with professional development, but also keeps her connected to Charlotte’s area school districts.

“I spend a lot of time as a mother of three understanding our school system and volunteering,” Rhonda said. “I’m able to provide that knowledgeable perspective.”

Rhonda is the president of the Athletics Booster Club and is a strong advocate for programs that support children and families across North Carolina.

Through both her professional life and her volunteer work, Rhonda is passionate about helping others achieve their dreams.

“Regardless of what the market looks like and what their needs are, it is always my greatest honor to help people find a home that represents who they are and where they want to live,” Rhonda said. “I am so fortunate to work in an industry that values relationship building, and I truly enjoy those deep relationships throughout the community.”

Rhonda has been married to her husband Craig for 25 years and together they have three children; Caylee (20), Kendall (17), and Preston (12). Rhonda and Craig enjoy cheering each of their children on as they excel in lacrosse, golf, and baseball.

Please join us in congratulating Rhonda on the opening of NextHome Rivers Realty in Charlotte, North Carolina!

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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