



**Press Release**  
**July 17th, 2020**

**NextHome announces brokerage expansion in Louisiana**

*NextHome Cutting Edge Realty II brings innovative technology to Lake Charles market*

**Pleasanton, CA — July 17, 2020** — NextHome is pleased to announce the expansion of NextHome Cutting Edge Realty in Lake Charles, Louisiana. This newest addition to the franchise (**NextHome Cutting Edge Realty II**) will serve clients across Calcasieu Parish, including Moss Bluff, DeQuincy, Lake Charles, Sulphur, Westlake, Iowa, and Vinton.

The brokerage represents the ninth office location opened in Louisiana for the NextHome franchise and the 494th NextHome office opened nationally.

NextHome Cutting Edge Realty II is owned by Christie House Theaux and Joy Cobert - two friends with a unique skill for fostering happiness and an upbeat culture among their family of thriving agents. Ivan Jennings is rounding out the leadership team as NextHome Cutting Edge Realty's associate broker. Ivan joined the team in July and will be operating out of both the Lake Charles and Lafayette offices.

With this expansion, NextHome Cutting Edge Realty is offering unparalleled marketing, hands-on training and support, and cutting-edge real estate technology to agents in the Lake Charles area.

"The Lake Charles real estate market has some great local brokerages and with the growing millennial population, we feel that NextHome offers a different approach to marketing and an abundance of tools to support the agent looking for technology," Joy said. "We also love to teach and train agents who want to grow their business and who have a desire to impact their community."

The pair opened their flagship NextHome brokerage in Lafayette in the spring of 2018.

Both Christie and Joy have been licensed since 2011. Christie was the leader of the House Team and has consistently sold 60-plus homes annually. As an integral part of one of the top real estate teams in the Lafayette area, her dedication to client service earned her the reputation of a respected leader in the community.

Joy has an impressive resume as well. While selling more than 25 homes yearly, her skills as an instructor have led her to various positions of leadership. As the Productivity Coach at her local Keller Williams, she helped coach more than 40 REALTORS® on all things real estate including prospecting for new business, providing world-class client service, and best practices to retain clientele.

"We are teachers at heart and we love helping agents grow," Joy said.

While both women each had successful businesses, they wanted more for themselves and for the local real estate industry.

"I wanted to bring something different to the area," Christie recalled. "I wanted to raise the bar in real estate. After sharing that with Joy, she felt exactly the same."



As they looked at options for a real estate franchise, they felt one company in particular aligned with the goal of changing the real estate game – NextHome.

“After talking with (NextHome’s VP of Sales) Charis Moreno, we both felt the choice was easy,” added Christie. “NextHome was the natural choice of company to partner with.”

For the past two years, the business partners have led NextHome Cutting Edge Realty providing a high level of marketing in their area. By offering a career-oriented environment for local REALTORS®, the brokerage provides top-level coaching and guidance, while holding high professional standards for all listings and buyer representation.

As they launch their Lake Charles office, Christie and Joy look forward to offering more hands-on support for agents.

“It has always been my goal to be able to truly help the agents and not just put them in a room and talk to them,” Christie said of her role as a broker and mentor. “I want to be able to go with them when they need me to, supporting them on appointments and through real-world help. That was the different type of brokerage we were trying to create - a place where it’s all about humans over houses.”

As they welcome new agents into their Lake Charles expansion, Christie and Joy hope to nurture professionals who love the human aspect of real estate.

“We want to welcome agents who know that they are in the right industry, but maybe haven't found the right supportive fit,” Joy said. “We want to offer that support to get them to their next level. We welcome the agent who knows that they are making an impact, and wants to continue making an impact, but needs the support on the side of the brokerage to continue to grow their business.”

Christie and Joy also volunteer time and efforts for their Lafayette community.

Christie volunteers at Lafayette High School, where she sits on the board for the school’s Booster Club and football team. Lafayette High School is the largest high school in the state of Louisiana.

Joy volunteers her time as both a speaker and a personal growth coach for local organizations in her community.

Christie and her husband, Rocky, have four boys between the ages of three and 25. Together, the family loves boating and offshore fishing.

Joy and her husband, Roger, have three children – sons Christian (age 18) and Colin (14) and daughter Carleigh (11). Together, the family loves to travel.

Please join us in congratulating Christie, Joy, and the rest of the team at NextHome Cutting Edge Realty on the opening of their brand-new office location in Lake Charles, Louisiana!

**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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