



Press Release

September 17th, 2020

NextHome announces new North Carolina brokerage

Owner Laura Flores combines industry-leading technology with vast experience at NextHome WNC Realty

Pleasanton, CA — September 17, 2020 — NextHome is pleased to announce the newest addition to the franchise, **NextHome WNC Realty**, based in Hendersonville, North Carolina. The brokerage represents the 25th office location opened in North Carolina for the NextHome franchise and the 512th NextHome office opened nationally.

From this charming mountain town of about 14,500 people, NextHome WNC Realty will serve residential buyers and sellers across Henderson, Buncombe, Polk, Transylvania, and Rutherford counties.

NextHome WNC Realty is owned by Laura Flores, a seasoned REALTOR® with a wide range of experience.

Laura was first licensed as a REALTOR® in 2006, and it was an old craftsman bungalow that first piqued Laura's interest in real estate.

"Through the process of renovating it, it became a curiosity for me, and I fell in love with the details and history of older homes," Laura said.

Originally from California, Laura is licensed in both North Carolina and California and has worked with brokerages large and small throughout her career. As an extremely diversified REALTOR®, Laura has worked with clients seeking starter homes as well as those with high-end luxury in mind. From lots to large tracts, Laura has also sold a lot of land. In addition, Laura was on her brokerage's commercial team and has enrolled in the CCIM Institute - commercial real estate's global standard for professional achievement. Currently, Laura is working on her sixth home renovation, with four of those renovations being historical properties.

However, her greatest sense of accomplishment comes from the people she is able to serve.

"The best part of my job is really the lasting relationships I've made over the years with people," Laura said. "I think that's meaningful. That's what gives you purpose."

Throughout her years in the industry, Laura always wanted to open her own brokerage. Recently, circumstances aligned to make 2020 the perfect year for Laura to achieve that goal.

"When I found NextHome, I knew I had found something new and fresh that people in Hendersonville will be attracted to," Laura said.

In addition, Laura loved that NextHome embraced the values of inclusivity, diversity, and flexibility.

"These things combined created a business model that aligned with what I wanted for myself," Laura said.



Today, Laura is offering North Carolina clients a fresh, modern, and professional approach to real estate.

“I want to offer my clients the best tools available and NextHome provides an opportunity for me to do that,” Laura said. “Now, in addition to access to my work ethic and experience, clients will have access to industry-leading technology.”

In the community, Laura has enjoyed volunteering her time as a commissioner for the Hendersonville Historic Preservation Commission. In this role, she helped ensure that any renovations to historic homes preserve their character and community importance.

In addition, Laura volunteers with the United Way.

Laura and her husband, Renato, have been married for 25 years. Renato is also a licensed real estate agent who will be joining Laura in sales at NextHome WNC Realty.

“Renato truly is a people person who has a gift for working with diverse personalities,” Laura said.

Please join us in congratulating Laura, Renato, and the entire team at NextHome WNC Realty on the opening of their new brokerage in Hendersonville, 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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