



Press Release

March 5th, 2021

NextHome announces new Tennessee brokerage

NextHome Investment brings industry-leading service, tools to rural market

Pleasanton, CA — March 5, 2021 — NextHome is pleased to announce the newest addition to the franchise, **NextHome Investment**, based in Cookeville, Tennessee. The brokerage represents the 12th office location opened in Tennessee for the NextHome franchise and the 549th NextHome office opened nationally.

NextHome Investment is owned by the husband-and-wife team of Craig and Christine Hughes.

Throughout the past decade, Craig has built a reputation for excellence in commercial real estate. In 2017, he started Upper Cumberland Commercial Real Estate. While serving clients in the Upper Cumberland market, Craig built a company that provides a level of professionalism unique to the region.

As his businesses continued to grow, Craig wanted to expand to give residential clients that same professional service.

NextHome Investment offers unparalleled support, trust, and professionalism residential clients are looking for. The brokerage will serve both buyers and sellers across Cookeville, Putnam County, and the Upper Cumberland area including Sparta, Livingston, and Baxter.

Craig did an extensive and exhaustive search for the right franchise fit, starting conversations in 2018.

“Through that due diligence, NextHome stood head and shoulders above anyone else,” Craig said.

Craig was especially excited about NextHome’s suite of cutting-edge technology and streamlined, professional marketing.

“We have seen the difference in our market when branding materials look sharp and crisp, and that’s exactly what NextHome delivers,” Craig said. “They deliver the sizzle and the steak. The tools, the website, the app, the marketing, the signage - everything about it fit our brand image that we operate from on the commercial side.”

With this infrastructure in place, Craig is positioning NextHome Investment as the rural region’s resource for service levels that are usually only available in larger, metropolitan markets.

“The toolbox that NextHome brings to the table, combined with our internal staff and processes, will be a difference maker in the lives of agents and consequently the relationship clients will have with our office,” said Craig.

“If you want the exposure and process that are available in the major metro areas, we are the Upper Cumberland’s resource for that,” Craig added. “We would love to be your real estate second opinion and show you the difference NextHome Investment can make.”



Craig and Chris have been married for 18 years and are the parents of three boys, Cameron (17), Andrew (13), and Landon (10). Chris is a nurse practitioner at the area hospital. When they aren't working, the Hughes family enjoys playing football, hiking, and being outdoors.

Please join us in congratulating Craig, Chris and the Hughes family on the opening of NextHome Investment in Cookeville, Tennessee!

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. Recently ranked as the No. 1 franchise in the country in owner satisfaction, the NextHome franchise has 485+ offices and 4,500+ members across 48 states. The company closes over 29,000 transactions annually worth over \$8.2B in volume.

The names of actual companies and products mentioned herein may be the trademarks of their respective owners. Each office is an independently owned and operated business.

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