



Press Release

April 22nd, 2021

NextHome announces new Knoxville-area brokerage
High-performing owners offer luxury service with unparalleled value

Pleasanton, CA — April 22, 2021 — NextHome is pleased to announce the newest addition to the franchise, **NextHome Makers City**, based in Knoxville, Tennessee. The brokerage represents the 14th office location opened in Tennessee for the NextHome franchise and the 561st NextHome office opened nationally.

NextHome Makers City will provide concierge-level service to clients across Knox County and the surrounding areas including Sevier, Jefferson, Blount, Loudon, and Anderson counties. At its helm are two of Knoxville's most accomplished real estate agents, Deanna Mendenhall-Miller and Paula Kelley. With over two decades of combined real estate experience, the duo will provide luxury-level service to each and every client.

"We believe luxury is a level of service, not just a price point," Deanna said. "Clients can be confident in our handling of one of their greatest assets, whether that is a modest first home, an investment property, or a dream home."

That dedication to excellence began early for Paula and Deanna.

Deanna began her real estate career in 2006 with a national franchise. While there, she developed a passion for great workplace culture and putting clients at the center of her business. She continued that legacy of exceptional customer service with various nationally franchised brokerages for more than 14 years.

Deanna and Paula crossed paths in 2015 when Paula obtained her own real estate sales license. As a fresh agent at a large national franchise, Paula wanted to learn from the best. The two co-listed a multi-million-dollar property together. Since then, they have been working seamlessly together. Deanna and Paula soon became their brokerage's top producing team.

"I am proud that most of our business is referral or return business," Paula said. "We have developed a clientele that respects us, who values our service, and who freely sends their friends and family to us. We take our fiduciary duty to these people very seriously with honest and ethical service that puts people first."

As their success grew, Deanna and Paula discovered that other agents sought their advice.

"Deanna is great with new agents," Paula said. "We wanted to have an office where we could help agents grow - where we could mentor them with high standards for professionalism."

After a years-long search for the right franchise fit, the duo discovered NextHome.

"I watched a video on the NextHome website on the humans over houses concept, and I was amazed," Paula said. "This was exactly what we were all about. We really do believe in humans over houses. Plus, having Luke as the mascot was a plus for us. Beyond that, NextHome has great back-end systems. The support we receive means that we don't have to build everything from the ground up."



Both Paula and Deanna are active in their Knoxville community, serving in various causes. Paula spent many years as a nurse practitioner before becoming a REALTOR®. She holds an undergraduate degree from Indiana University of Pennsylvania and a master's degree from The Medical College of South Carolina. Paula is very involved in the local medical community, serving with the Knoxville Academy of Medicine Alliance. She has been married to her husband Joe for 22 years, and together they are the parents of three children: Sarah, Abby, and Megan.

Deanna enjoys serving on various local non-profits through fundraising efforts. She is the founder of Knoxville's 100 REALTORS® Who Care. The group of 100 real estate professionals meet quarterly and listen to presentations from three local non-profits. At the end of each session, the association votes on which non-profit to support and everyone immediately chips in \$100, making a significant \$10,000 impact in their community.

Deanna also fosters dogs with the Tennessee Doberman Rescue. Alongside her husband Norman, Deanna is the mother of two kids: Mitchell and Madison. She is also the proud grandmother of Reece and Rory.

Please join us in congratulating Deanna and Paula on the opening of NextHome Makers City in Knoxville, 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.

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