



Press Release

May 7th, 2021

NextHome announces new brokerage in Western Montana

Jeff and Lauri Wilson to transition legacy boutique brokerage to NextHome franchise

Pleasanton, CA — May 7, 2021 — NextHome is pleased to announce the newest addition to the franchise, **NextHome Northwest Real Estate**, based in Kalispell, Montana. The brokerage represents the fourth office location opened in Montana for the NextHome franchise and the 566th NextHome office opened nationally.

NextHome Northwest Real Estate will serve buyers and sellers across the Flathead Valley, including Whitefish, Columbia Falls, Bigfork, Lakeside, Somers, Marion, and Kalispell. The Flathead Valley is known for its world-class outdoor recreation, attracting mountain bikers, fishermen, boaters, and more to its picturesque mountain-framed lakes.

NextHome Northwest Real Estate is owned by the husband-and-wife team of Jeff and Lauri Wilson who are thrilled to be able to share their extensive area knowledge with clients.

Jeff has been a dedicated REALTOR® since 2004, starting his real estate sales career with Properties Northwest Real Estate. The boutique brokerage has an extensive legacy of excellence in the Valley, dating back to 1995 when it was founded by Larry Wakefield. Through dedicated customer service, Jeff has been able to build a thriving career that is almost entirely referral based. He was recognized as the brokerage's Rookie of the Year his first year in the business. Jeff is also proud that he was able to remain a full-time, professional sales agent through the Great Recession's housing crisis.

Lauri joined Jeff as a licensed REALTOR® in 2017.

"I needed a career change and Jeff's sales volume had reached a point where he needed help," Lauri said. "I jumped at the opportunity to join the real estate industry."

In her new role, Lauri became adept at client outreach and retention as well as social media marketing.

"It makes us more responsive having two of us," Jeff said. "And with Lauri, we are getting things accomplished for clients very quickly and efficiently."

With this track record of excellence, Jeff and Lauri are looking forward to transitioning Properties Northwest Real Estate to a NextHome franchise. Under this new leadership structure, Larry Wakefield will remain as energetic and service-minded as ever as a broker at NextHome Northwest Real Estate. The brokerage is also proud to have six full-time, career-driven agents ready to serve the Kalispell community. Jeff and Lauri pride themselves on an agent roster that is filled with people who have deep roots in the area.

By adding in NextHome's industry-leading tools and technology, NextHome Northwest Real Estate is ready for future growth.

"NextHome offers the whole package, saving us a lot of time and freeing us up to spend our time with clients," Lauri said. "The branding is very sleek and modern and stands out from anything else we have in the Valley right now."



Jeff and Lauri are excited about providing their agents with resources they can't find anywhere else.

“Not only does NextHome offer exceptional training in a vast variety of things you can study on your own time, but we can also offer agents access to some of the most cutting-edge research, market statistics, and analytics that are out there,” Lauri said. “Having access to that type of information makes us more knowledgeable as we consult our clients on real estate and where it might be heading in the future.”

With the support of a franchise, NextHome Northwest Real Estate is positioning itself as an attractive home for full-time professionals who have a high level of integrity and an exceptional work ethic.

“Not only do we offer a beautiful brick-and-mortar office, but NextHome Northwest Real Estate will provide a very healthy, wholesome, and professional atmosphere to work in,” Jeff said.

Both Jeff and Lauri are active in serving their community. Jeff has been an active member of the Kalispell Daybreak Rotary Club for more than 20 years. He has also served with the area's school board and chamber of commerce.

Lauri thoroughly enjoys her work as a Court Appointed Special Advocate (CASA). Over many years, she has helped advocate for children in the foster care system.

Jeff and Lauri are the proud parents of three children, McKenna (25), Greg (22), and Georgia (16). When the family isn't working, they are often found boating on Flathead Lake. Jeff is also an avid mountain biker who takes great pride in both protecting and enjoying the region's world-class mountain biking trails.

“We can really speak the language of recreation with clients,” Jeff said. “Between the lakes, Glacier National Park, and our extensive public lands, the Flathead Valley is paradise. We are very knowledgeable about these amenities and love to share those great secret spots with people, helping others enjoy the outdoors and a great way of life in Western Montana.”

Please join us in congratulating Jeff and Lauri on the opening of NextHome Northwest Real Estate in Kalispell, Montana!

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. 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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