



Press Release

May 26th, 2021

NextHome announces new Augusta-area brokerage

Wilber Lane brings extensive teaching experience to NextHome Realty Consultants

Pleasanton, CA — May 26, 2021 — NextHome is pleased to announce the newest addition to the franchise, **NextHome Realty Consultants**, based in Aiken, South Carolina. The brokerage represents the 13th office location opened in South Carolina for the NextHome franchise and the 575th NextHome office opened nationally.

Steeped in Southern beauty, Aiken is a growing area that offers buyers charming architecture, a quaint downtown, and access to the beautiful Central Savannah River Area. Located just 45 minutes west of Columbia and 25 minutes east of Augusta, Georgia, NextHome Realty Consultants will serve clients in Aiken, Greenwood, Columbia, and Augusta, Georgia.

NextHome Realty Consultants will provide client-centered service under the leadership of broker/owner Wilber Lane.

Wilber's real estate experience dates back to 2004 when he joined a boutique brokerage in Anderson, South Carolina. After weathering the national housing downturn, Wilber again started selling full-time in 2011, working primarily in Aiken and Augusta.

Throughout his time in the industry, Wilber discovered a passion for nurturing agent talent. He became a productivity coach with a nationally franchised brokerage and opened a real estate licensing school. Today, Exceptional Experience Educational Institute educates more than 100 students per year, launching them into careers they love.

As Wilber continued to teach and sell under a nationally franchised brokerage, many of his students expressed a desire to work for him. That rapport with local talent prompted Wilber to look into opening his own franchise.

After discovering NextHome, he put in an inquiry call and was surprised to hear back from the franchise's CEO, James Dwiggin.

"It was like talking to my best friend," Wilber said. "Trust was instantly built, and I was sold."

Wilber is excited to join a progressive brand that brings the fun back into real estate with fresh and unique marketing. He is also looking forward to offering unparalleled support to agents and clients through NextHome's suite of tools and technology.

"I've always believed that people buy people, not products," Wilber said. "NextHome's humans over houses approach aligned perfectly with my own philosophy. I am a relationship person and look forward to building a brokerage with a family feel to it."

As Wilber grows NextHome Realty Consultants, he is looking for agents who are dedicated, motivated, and willing to learn and grow.

"NextHome Realty Consultants will stand out in the way we treat people," Wilber said. "We are creating an atmosphere where everyone feels like they can trust each other."



Outside of the office, Wilber is passionate about serving his local community - especially helping victims of domestic violence.

“I’ve always wanted to be someone who can help out in those situations,” Wilber said. “It was a part of my upbringing to be there for someone who thinks they don’t have anywhere to turn.”

He has served on the board for the Cumbee Center to Assist Abused Persons. He is also a supporter of Golden Harvest Food Bank.

Wilber is the proud father of a 2-year-old daughter, Abigail. Outside the office, he enjoys nurturing Abigail’s natural creativity and playing imaginative games in their beautiful backyard.

Please join us in congratulating Wilber on the opening of NextHome Realty Consultants in Aiken, South Carolina!

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 495+ offices and 4,600+ members across 48 states. The company closes over 29,500 transactions annually worth over \$8.3B in volume.

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