



Press Release
May 27th, 2021

NextHome Prolific opens in Seattle

Self-made business leader Kenny Pleasant aims to provide opportunity for overlooked, marginalized agent talent

Pleasanton, CA — May 27, 2021 — NextHome is pleased to announce the newest addition to the franchise, **NextHome Prolific**, based in Bellevue, Washington. The brokerage represents the 12th office location opened in Washington for the NextHome franchise and the 576th NextHome office opened nationally.

NextHome Prolific will serve clients across the greater Seattle area, including King, Pierce, and Snohomish counties.

Under the leadership of broker/owner Kenny Pleasant, NextHome Prolific aims to provide great client experiences and growth opportunities for agents with diverse backgrounds.

Kenny began his real estate career in 2009 at Keller Williams Bellevue. For the next 12 years, he put in unparalleled work for his clients - often commuting two hours every day. After slogging his way through the national economic downturn, Kenny innovated in online marketing for his area - and his sales flourished.

After building a successful sales career from the ground up, Kenny wanted to use his achievements to provide an opportunity for other African American men and women like him. He is the only African American REALTOR® in his area who lists homes above the \$2 million price range. As he thought about the next steps in his career, Kenny hoped to encourage his same level of achievement for others.

“I thought about all the perils and difficulties that I went through on my way to where I am,” Kenny said. “With that in mind, I wanted to build a brokerage that I would have appreciated myself as a younger agent.”

Then, Kenny discovered NextHome.

“NextHome aligned with my similar values,” Kenny said. “When I saw the innovation, the vision, the branding, and the company culture, it felt too good to be true. NextHome also creates a safe environment where people can grow. That is something very important to me as I build my professional legacy.”

Today, NextHome Prolific provides service that recognizes our shared humanity.

“We understand buying a home is a big purchase,” Kenny said. “Knowing that, we provide people who are punctual, committed, but also authentic and vulnerable.”

Rather than feeding a polished line, Kenny aims to make NextHome Prolific a culture where it's ok to admit that you don't have all the answers - but will work tirelessly to find them.

“A NextHome Prolific agent is authentic, honest, and committed to education and personal development,” Kenny said. “The right fit for our brokerage will be dedicated to learning and applying industry-leading knowledge every single day.”



With this philosophy in place, Kenny is looking forward to helping others succeed. That heart for helping was intrinsic in Kenny from a young age.

“I see people all around me who can’t pull themselves up because of a lack of resources, information, or sometimes systematic roadblocks,” Kenny said. “I always want to give back and provide opportunities for people who have the raw talent that I had. I believe things come full circle - the more you give the more you receive.”

Kenny is active in many community organizations around the Seattle area. He has held multiple executive positions with the local branch of the NAACP, including treasurer and secretary. He is also a board chair for Community Carrot, an organization that equips and trains young entrepreneurs for successful careers. Kenny sits on the executive board for Friends of the Children-Seattle, which pairs youth facing the toughest systemic barriers with a professional mentor from kindergarten through graduation .

In addition, he serves on the City of Seattle’s Design Review Board.

Outside of work, Kenny enjoys spending time with his family. He and his wife, Cecilia, have been married for 17 years and they are the proud parents of three kids, Kenny Jr (15), Shawn (14), and Cariah (13).

In addition to traveling, the family enjoys hiking, exercising, playing Xbox together, reading, watching documentaries, and their weekly family game night.

Please join us in congratulating Kenny on the opening of NextHome Prolific in Bellevue, Washington!

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 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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