



Press Release
July 22nd, 2021

NextHome Dana Trahern Realty opens in Southwest Kansas
Newest brokerage combines industry-leading technology with heartland work ethic

Pleasanton, CA — July 22, 2021 — NextHome is pleased to announce the newest addition to the franchise, **NextHome Dana Trahern Realty**, based in Ulysses, Kansas.

The brokerage represents the 508th office to join the NextHome franchise out of 518 active office locations across the country.

Located in the family-friendly southwest corner of Kansas, the brokerage will serve clients in Ulysses, Hugoton, Johnson City, and Satanta.

Under the leadership of Ulysses-native Dana Trahern, the brokerage will offer clients an unparalleled real estate experience.

“I’m a people person who loves making each experience smooth and stress-free for my clients,” Dana said.

Dana has been a professional REALTOR® since 2018. Prior to real estate, Dana taught 5th grade for 10 years. She also helped run the family business, Riley Ford, which remained a pillar of the Ulysses community for more than 40 years.

Just two short years after becoming a licensed REALTOR®, Dana’s exceptional sales numbers and work ethic helped her achieve her broker’s license. In a town of about 6,000 people, she was able to reach 50 transactions in the space of two years.

As Dana’s reputation for excellence grew, she began thinking about opening her own brokerage. As she was mulling over the benefits of franchising versus going independent, Dana reached out to a friend who suggested NextHome.

“I loved the professionalism and look of it,” Dana said. “I reached out to Charis (Moreno, NextHome’s VP of Sales) and wondered if NextHome would fit with my existing work ethic and culture. Immediately I was hooked. Once I really dug into it, NextHome had this great business model set up. All I needed to do was plug my work ethic in and keep going. The more I looked into it, NextHome just got better and better.”

Today, Dana is using NextHome’s tools, technology and marketing to provide exceptional service to Ulysses-area clients.

“I’m not the agent who will stick a sign in your yard then wait for someone to call me,” Dana said. “I have a great marketing plan that is now backed by industry-leading advertising. I have always worked extremely hard for my clients and will continue that level of service, now with NextHome’s support.”

When she isn’t helping clients, Dana enjoys spending time with her husband, Stacy, and her two children Chase (21) and Hailey (18). She enjoys traveling or unplugging with a good day’s work on the family farm.



Please join us in congratulating Dana on the opening of NextHome Dana Trahern Realty in Ulysses, Kansas!

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 510+ offices and 4,800+ members across 48 states. The company closes over 29,500 transactions annually worth over \$8.3B in volume.

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