



Press Release
August 6th, 2021

NextHome Right Choice expands into North Carolina

Second brokerage offers unparalleled tools and technology for agents and clients

Pleasanton, CA — August 6, 2021 — NextHome is pleased to announce the expansion of **NextHome Right Choice**. The newest office will be located in Concord, North Carolina. The Concord location builds on the success of NextHome Right Choice’s flagship office in Roanoke, Virginia - just three hours north.

NextHome Right Choice (Concord) represents the 511th office to join the NextHome franchise out of 522 active office locations across the country

NextHome Right Choice (Concord) will serve residential clients across the Concord metropolitan area, as well as some clients in the northern counties of South Carolina.

The brokerage is owned by Lori Shultz-Moore, a seasoned professional with more than 25 years in the real estate industry. Lori’s daughter, Brittany Shultz-Moore, will be joining her on the leadership team as a provisional broker. Soon, Brittany will assume the position of NextHome Right Choice (Concord’s) Broker in Charge.

Lori obtained her real estate license in 1994 and for the following 16 years she successfully sold in the Roanoke and Smith Mountain Lake areas, including working three years with a developer. In 2010, Lori joined Wainwright & Company Realtors where she remained until opening NextHome Right Choice (Roanoke) in early 2020.

In just 18 short months with NextHome, Lori has experienced phenomenal growth.

“It’s been incredible,” Lori said of her experience as a NextHome Broker/Owner. “We have used NextHome’s tools to open doors for new business. We use the products at our fingertips to get listings we wouldn’t have otherwise gotten. The support makes our agents jobs easier, and I am in love with the brand. It has been a really good fit.”

Lori and Brittany leverage what NextHome offers its franchisees to provide excellent agent support.

“We have the best products out there,” Lori said. “We hope our agents can use these products to make themselves a better agent. We want to use this brokerage to raise them up, to lift them up. We aren’t a brokerage where agents come to be torn down.”

With this level of agent support, NextHome Right Choice is poised to provide unparalleled client service in Concord.

“When someone trusts us with the largest purchase they will likely ever make, we want them to look back at the closing table and know that we’ve done the best we possibly could for them,” Lori said. “From beginning to end, we want them to experience the best. We aim to exceed client expectations, not just meet them.”

Outside of work, Lori loves spending time with family. Lori and her husband Steve have celebrated 31 years of marriage and together they are the proud parents of two children, Brittany



and Taylor. Taylor co-owns Roanoke Mechanical Heating and Air with his Dad. Lori is also a loving grandmother to Adalynn, who will be five years old in March.

Please join us in congratulating Lori, Brittany, and the entire team at NextHome Right Choice on their newest office in Concord, North 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 520+ 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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