



Press Release

September 2nd, 2021

NextHome Advantage expands with two more offices in Richmond area

Expansion means convenience for clients and fun, unique workplaces

Pleasanton, CA — September 2, 2021 — NextHome is pleased to announce the expansion of **NextHome Advantage** with two new office locations: Scott's Addition and Ashland both located in Virginia. These brokerages build on the success of NextHome Advantage's flagship location in Glen Allen, Virginia. The Scott's Addition and Ashland brokerages represent the 505th and 507th offices to join the NextHome franchise out of 530 active office locations across the country.

NextHome Advantage's new office locations mean greater convenience for area clients, and easy access to office amenities for the brokerage's growing number of professional REALTORS®. From these vantage points, NextHome Advantage can provide unparalleled sales experiences to clients across the greater Richmond metro area including Henrico, Hanover, Chesterfield, Powhatan, Goochland, Chester, and Richmond counties. With 35 professional agents ready to help, NextHome Advantage offers expertise in first-time home buying, listings, investment properties, relocations, probate, and 55+ communities.

NextHome Advantage's three offices are owned by Susie Hall, an 19-year veteran of the industry.

"We are thrilled to open these great locations that will make life easy for our agents and clients," Susie said. "Not only do these new brokerages add convenience, but both Scott's Addition and Ashland are fun, interesting, historically rich places to work."

Susie has been immersed in these areas and more as a Richmond-area real estate since 2002. In the years since, Susie has worked with nationally franchised brands and owned her own brokerages. In 2005, she opened RE/MAX Today, where she built a fantastic culture and camaraderie.

"My background is in training and management, so it was a very natural progression," Susie said.

Despite opening a real estate brokerage at the dawn of one of the greatest downturns in modern housing market history, Susie endured and even grew her business.

"I think agents were hesitant at the time to move to a company that was brand new," Susie recalled. "But after my first year, people realized 'hey, she's sticking around for the long term' and they knew that I was here to stay."

What started as a seven-agent office quickly grew to more than 20 producing agents by year two. Then, it continued to grow. Susie's brokerage burst into the top 35 offices in her MLS area and closed more than 400 transactions in 2019.

"We really built a business out of my core values: taking care of people, communication, and creating a great workplace culture," Susie said of the brokerage's success.

In June 2020, Susie opened NextHome Advantage in Glen Allen and in only one year she has seen her business flourish. What started with about 20 agents has grown to 35.



“The truth is, I am just having so much fun again,” Susie said. “I love what I do every day. NextHome has reinvigorated me and it's a brand and culture I feel proud to expand.”

Scott's Addition is a vibrant small town bustling with small business, historic charm, and all the benefits of nearby Richmond. The office is under the management of Caitlin Hall.

“There is always something fun to do or something interesting to see here,” Susie said. “And it is surrounded by some amazing neighborhoods.”

Ashland's 7,400-person population is a little larger and boasts beautiful sidewalks, a famous local bakery, and the Ashland Theater - which is across the street from NextHome Advantage's new location.

“It is just this amazing, interesting, small place,” Susie said. “And we are so happy to be there.”

Susie has been married to her husband Greg for 25 years and together they are the parents of four grown children. Susie's youngest daughter Caitlin also works with her at NextHome Advantage.

Please join us in congratulating Susie and the entire team on their new offices in Scott's Addition and Ashland, Virginia!

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 530+ offices and 5,000+ members across 48 states. The company closes over 29,500 transactions annually worth over \$8.3B in volume.

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