



Press Release

November 5th, 2021

NextHome Dream Big Realty to Serve Chicago and Surrounding Areas
Broker/Owner Shauntell Lawrence combines tech and people-first service to create unparalleled client experiences

Pleasanton, CA — November 5, 2021 — NextHome is pleased to announce the newest addition to the franchise, **NextHome Dream Big Realty**, based in Chicago, Illinois. The brokerage represents the 516th office to join the NextHome franchise out of 547th active office locations across the country.

In the heart of Chicago, the brokerage will serve clients across multiple surrounding cities, suburbs and counties.

Under the leadership of Broker/Owner Shauntell Lawrence, NextHome Dream Big Realty helps clients achieve their home ownership dreams. Shauntell provides expertise in all types of residential real estate, including first-time home buying, investment properties, and flips.

Prior to real estate, Shauntell built a career in banking where she held roles in customer service, personal banking, fraud research, and investigations. Her career eventually evolved into mortgage lending where Shauntell worked as a loan closer, loan coordinator, and processor.

After the housing market crash in 2008, Shauntell transitioned into the technology and telecom industry where she worked in network system administration and telecom software analytics consultation.

Throughout the years, Shauntell remained interested in real estate. In 2016 she leaped into her true passion and obtained her real estate broker's license.

"I had so much experience on the lending side, I was excited to help people on the housing side to see them find their dream home," Shauntell said.

After working with her first brokerage, Shauntell joined Prospect Equities where she excelled in real estate sales.

She has received Agent of the Month throughout her career. Also, Shauntell has earned the 2021 Top Agent Award out of one million Homesnap Pro agents nationwide, she was selected based on her impressive productivity and skillful use of Homesnap Pro's real estate tools. Homesnap is the real estate industry's national search portal, featuring the same accurate, real-time information that agents use.

"My greatest career accomplishments have been the improved lives of the people I have helped," Shauntell said. "I have been able to help homeowners out of distressing situations by providing them options, as well as inspiring others to become a REALTOR® based on their personal experience with me. It has been wonderful helping so many people realize the joys of real estate and of home ownership."



Shauntell's goal from the beginning has been to own her own brokerage, and 2021 was the right time to explore franchise models that would fit her needs.

“I knew I didn’t want to reinvent the wheel,” Shauntell said. “I wanted something beautifully made that I could also make my own. NextHome ticked all those boxes for me.”

As she began looking deeper into NextHome and what it offered, Shauntell was impressed by its technology and tools.

“Coming from a tech background, I love the tools that NextHome provides,” Shauntell said. “The single sign-on is amazing, and being able to access all my marketing from one dashboard is a time saver.”

The franchise's eye-catching orange, creative dog mascot, and forward-thinking marketing also impressed Shauntell.

“The color and marketing just makes you feel excited,” Shauntell said. “I wanted a unique look, and NextHome is definitely not the traditional, boring brokerage.”

As NextHome Dream Big Realty grows, Shauntell is looking to partner with driven agents who are motivated by a love of real estate and a desire to put humans over houses.

“I want my clients to feel like they are the entire focus of my brokerage,” Shauntell said. “We are not just trying to sell homes, we are helping people realize their dreams.”

Around her community, Shauntell has a passion for helping the hungry and serving seniors. She volunteers with the Greater Chicago Food Depository, a food bank serving Chicago and Cook County. The organization acts as a hub for a network of more than 700 food assistance programs and Shauntell often volunteers with their various events.

She also loves strengthening her own neighborhood by helping her elderly neighbors. It isn’t uncommon for an elderly local to get a call from Shauntell, help with groceries, or even a visit just to lift spirits.

Shauntell’s hobbies include cooking, dancing, piano lessons, and she enjoys entertaining on her backyard deck.

Please join us in congratulating Shauntell on the opening of NextHome Dream Big Realty in Chicago, Illinois!

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 540+ 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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