



Press Release

March 11th, 2022

NextHome Coastal Properties opens in Emerald Isle
Brokerage expands to offer service for highly desirable vacation area

Pleasanton, CA — March 11, 2022 — NextHome is proud to announce the opening of **NextHome Coastal Properties** in Emerald Isle, North Carolina. The brokerage represents the 561st office to join the NextHome franchise out of 573 active office locations across the country.

The brokerage expands on the success of owner Beth Smoot’s flagship location NextHome Triangle Properties in Raleigh, North Carolina.

“We’re excited about launching NextHome Coastal Properties at Emerald Isle and introducing the NextHome difference to this market,” Beth said. “So many people in the Triangle area, where our headquarters (NextHome Triangle Properties) is located, grew up vacationing at the Crystal Coast, making it a special place where they would like to invest. At the onset of the pandemic, with people transitioning to remote work schedules, it became clear that home lives were changing, and our clients were looking for other spaces for work. So it is exciting to create a presence at the beautiful North Carolina coast to help facilitate Triangle investor’s ability to make sound purchases in that market, be it their primary, investment or second home.”

To facilitate these purchases, NextHome Coastal Properties is proud to partner with top-producing agent Ron Webb. Ron has called the Bogue Banks home for more than 25 years and he joins NextHome Coastal Properties building on his successful career in Crystal Coast real estate.

“Ron is an expert about the area and is able to provide first rate service to our clients,” Beth said.

Beth also offers extensive expertise for clients through the perspective of a licensed attorney and North Carolina local.

Prior to working as a real estate broker, Beth practiced law in North Carolina for almost 10 years. During that time, Beth worked for the North Carolina Department of Justice, in private practice with Yates, McLamb & Weyher, LLC, and as a law clerk to North Carolina Supreme Court Justice (later Chief Justice) Henry E. Frye.

In 2002, Beth obtained her real estate license and began combining her talents for the benefit of her clients.

“In my current real estate practice, I call on the advocacy, negotiation and problem-solving skills which I developed during my legal career to achieve the best possible results for my clients,” Beth said. “Buyers and sellers deserve and appreciate professional representation as they purchase or sell what is often their largest investment.”

NextHome Coastal Properties expands on the success of Beth’s first NextHome franchise just two and a half hours away in Raleigh. NextHome Triangle Properties (formerly City of Oaks), opened in 2015 under the leadership of Paul Duncan, becoming the first NextHome brokerage in North Carolina. Beth assumed ownership of that franchise in 2017. Under Beth’s leadership,



NextHome Triangle Properties has consistently been an award-winning office, with over \$60 million in sales in 2021.

Building on this success, NextHome Coastal Properties will serve clients throughout the charming beachfront areas surrounding Emerald Isle including Morehead City, Beaufort, Swansboro, Pine Knolls Shores, and Atlantic Beach.

“You get the full sunrise and sunset from this south-facing island,” Beth said. “It is truly a majestic place to have a home.”

Beth and Ron offer expertise in vacation and second homes as well as buyer broker, foreclosure, new homes, relocation, residential, residential investment, short sale, single family homes, and townhomes.

Beth knew that expanding into Emerald Isle would help many buyers and sellers discover the tools and magic that NextHome offers.

Outside the office, Beth is dedicated to serving her community. She is the co-founder of [The Green Chair Project](#), a non-profit that furnishes homes for people transitioning from homelessness or after disasters. In 2014, Beth was honored by the National Association of REALTORS® with their Good Neighbor Award for her work with the non-profit.

Beth recently completed her service as the 2021 President of the RRAR REALTOR® Giving Network. Beth is the recipient of numerous franchise awards, and she is a member of the Nationals Association of REALTORS®, the North Carolina Association of REALTORS®, and the Raleigh Regional Association of REALTORS®.

Beth has been married for 33 years to child and family psychologist David Smoot. They are the proud parents of two grown children: Jacob and Hannah and are thrilled to welcome Hannah’s fiancé Nicole to the family. Beth and David enjoy spending time at home with their two sweet pups, Winnie and Clover. After completing both her undergraduate degree and law school at UNC-Chapel Hill, Beth is a Tarheel through and through.

Please join us in congratulating Beth on the opening of NextHome Coastal Properties in Emerald Isle, 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.

###

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 570+ offices



and 5,200+ members across 48 states. The company closes over 36,000 transactions annually worth over \$11.8B in volume.

The names of actual companies and products mentioned herein may be the trademarks of their respective owners. Each office is an independently owned and operated business.

For more information, press:

Imran Poladi
209.470.1493
imran@nexthome.com

For more information, sales:

Charis Moreno
925.271.9102
charis@nexthome.com

For additional announcements and press releases, please visit:

<https://www.nexthome.com/news/>