



**Press Release**

**March 31st, 2022**

**NextHome MatchMakers Opens in Atlanta**

*Newest addition to the franchise aims to help homeowners fall in love with their property*

**Pleasanton, CA — March 31, 2022** — NextHome is proud to announce the opening of **NextHome MatchMakers** in Atlanta, Georgia. The brokerage represents the 547th office to join the NextHome franchise out of 572 active office locations across the country.

NextHome MatchMakers provides client-centered service to residential buyers and sellers in the Atlanta and its surrounding counties. Service areas will include Atlanta, Buckhead, Midtown, Dunwoody, Cumberland, Trilith, Fayetteville, Peachtree City, Hampton, and the remainder of Fulton, DeKalb, Fayette, Clayton, Henry, Gwinnett, Rockdale, Cobb, Coweta, and Douglas counties.

NextHome MatchMakers is owned by accomplished entrepreneur, Nikeia Mitchell.

Nikeia obtained her real estate license in 2018 following a 13-year career as an adolescent mental health counselor. Nikeia holds a master's degree in professional counseling and knew that she could apply the same principles of mental strength and endurance to a thriving career in real estate.

"Things don't happen to us, they happen for us," Nikeia said. "Once that concept is firmly planted in your mind, it makes any situation something you can handle with grace, and that applies to running a real estate business. As a REALTOR®, I understand the mental cost of home ownership and how the home buying process can come with many setbacks and stressors. Over the past four years, it has been my honor to navigate my clients through the home buying process, leaving them feeling when they get those keys like they have found their perfect match."

Nikeia has worked with several nationally franchised brands and over the years she has helped many families find their perfect home match. However, as an entrepreneur at heart, owning her own brokerage was always her goal.

"I love selling homes, but I feel like I could contribute more as a business owner and leader," Nikeia said. "I would love to share the things that I have learned over the years. Opening a brokerage and helping others achieve their dreams is a passion project for me."

After a thorough search for the right fit, Nikeia discovered NextHome.

"It aligned with everything I wanted," Nikeia said. "It was modern and gave me tools that would have been out of reach as an independent boutique brokerage. At the same, NextHome maintains that boutique feel. The leadership of the company knows my name, and yet it has all the tools (and more) of any bigger company I've been with in the past."

Today, NextHome MatchMakers aims to match buyers and sellers with their perfect home.

"At NextHome MatchMakers, our clients are not a transaction but a real person with feelings and real emotions," Nikeia said. "We are not sales people, we are matchmakers. Buying a home is a big commitment. We want to sell you a home after you fall in love with it. Assisting our clients with finding their SOLDmate is our ultimate goal!"



This customized level of service is possible through associates who are dedicated to putting humans over houses.

“When you choose NextHome MatchMakers, our associates go above and beyond to make sure that you have the perfect match in your home,” Nikeia said. “As we grow, I want to partner with associates who want to take their career to the next level, who want to be a part of a winning team. I don’t just want a couple of us achieving great things, I want all of us winning. Both my clients and my associates know that I am an accessible and reliable resource for them.”

Nikeia and her husband Quinton are the proud parents of five children: Journey (21), Cameron (17), Jordyn (16), Atlas (4), and Axel (3).

Please join us in congratulating Nikeia on the opening of NextHome MatchMakers in Atlanta, Georgia!

***Interested in being a part of the NextHome Real Estate Franchise? Contact VP of Sales Charis Moreno at [Charis@NextHome.com](mailto: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 570+ offices and 5,200+ members across 48 states. The company closes over 36,000 transactions annually worth over \$11.8B in volume.

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