



Press Release
April 7th, 2022

NextHome Premier Realty opens in Russellville, Arkansas

Newest brokerage provides industry-leading service combined with a heart for service

Pleasanton, CA — April 7, 2022 — NextHome is pleased to announce the opening of **NextHome Premier Realty** in Russellville, Arkansas. The brokerage represents the 553rd office to join the NextHome franchise out of 574 active office locations across the country.

NextHome Premier Realty will serve residential clients throughout the Arkansas River Valley, from Russellville, Clarksville, Dardanelle, and the remainder of Pope, Johnson, Yell, and Logan counties.

NextHome Premier Realty is owned by the husband-and-wife team of Emily and Billy Daniel. Emily will be NextHome Premier Realty's Broker of Record, leading the office with her wealth of local expertise and heart for helping home buyers.

Emily transitioned into a real estate career in 2016 after working in public relations, digital marketing, and social media analytics.

"I have always been intrigued by real estate and it ended up being everything I was hoping for, and more," Emily said.

Emily spent two years working with a local RE/MAX franchise before joining River Valley Realty. Throughout the years, Emily discovered a love for helping families achieve what they once thought was impossible.

"I really enjoy working with people who have struggled financially. For these families homeownership is concrete proof of a long sought-after win," Emily said.

Since first obtaining her sales license, Emily's goal was to one day own her own brokerage. She just needed to find the right franchise.

Then, in 2021, Billy discovered an online interview with NextHome's Chief Executive Officer James Dwiggins.

"I had never heard of NextHome before," Emily said. "But after listening to the interview, Billy said I needed to watch it. James said things about the real estate industry that had verbatim come out of my mouth."

NextHome embraced many perspectives that Emily was already passionate about.

"I am a firm believer in growing my business with the right people and focusing on quality service more than the quantity of associates," Emily said. "NextHome also encouraged a level of professionalism and polished branding that is so important in our region. Finally, the franchise understands that a house is the biggest purchase most people will ever make and it is important to center the client's needs."

Emily knew she had found the right franchise to help her achieve her goal of brokerage ownership.



Today, NextHome Premier Realty offers area clients all the cutting-edge tools, technology, and service that are usually only found in larger, metropolitan markets. NextHome Premier Realty is also a place where local associates can get the mentoring, training, and support they need to take their careers to the next level.

“Being a REALTOR® has offered a lot to me and I want to help other people,” Emily said. “NextHome Premier Realty is a resource for others who want to jump start their own careers.”

“I am so excited to be a part of this franchise, to be able to connect with other NextHomies and franchise owners so that I can bring all of that expertise into our small town for the benefit of our clients,” Emily added. “NextHome Premier Realty provides a client experience that is unique to our area in the most exceptional way.”

Emily and Billy are the proud parents of two children: Isla (8) and Isaac (3). Together, the family enjoys playing soccer, board games, and encouraging Isla’s love of science and chemistry.

Please join us in congratulating Emily and Billy on the opening of NextHome Premier Realty in Russellville, Arkansas!

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 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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