



Press Release

April 29th, 2022

NextHome Opens Office Along Chesapeake Bay

NextHome Coast to Country Real Estate offers almost 80 years of combined area expertise

Pleasanton, CA — April 29, 2022 — NextHome is pleased to announce the opening of **NextHome Coast to Country Real Estate** in Hayes, Virginia. The brokerage represents the 567th office to join the NextHome franchise out of 575 active office locations across the country.

NextHome Coast to Country Real Estate will serve clients throughout the Chesapeake Bay area, including Gloucester, Mathews, Middlesex, King and Queen, New Kent, James City and York counties and the cities of Newport News, Hampton, Poquoson and Williamsburg.

Under the leadership of Rodney and Jeanne Hockaday, NextHome Coast to Country Real Estate offers nearly 80 years of experience in the Virginia real estate market. The mother-and-son ownership team holds extensive expertise in all types of residential real estate, including first-time homebuyers, investors, relocation, and new construction. The brokerage is already happy to offer the services of several veteran real estate associates who have been with Jeanne throughout her 49-plus years in the industry. Rodney is NextHome Coast to Country Real Estate's Vice President of Operations. Jeanne is the company's Chief Executive Officer.

Jeanne first obtained her real estate license in 1973 and spent the following decades building a remarkable reputation throughout the state. After working in management and leadership at offices in Newport News and York County, Jeanne bought her first brokerage in 1982. As the owner of Virginia Country Real Estate, Jeanne has helped thousands of homeowners achieve their dreams.

Other than a seven-year stint as a Coldwell Banker franchise, Jeanne has owned and operated her own independent brokerage for 40 years. Virginia Country Real Estate eventually grew to three offices with more than 40 agents.

As a REALTOR®, Jeanne has served in multiple regional and statewide leadership positions. She was the Chesapeake Bay and Rivers Association of REALTORS® Board President three times, serving in 1980, 1997, and 2012. She holds numerous National Association of REALTORS® designations, and had the distinction of being named the Virginia Association of REALTORS® Manager of the Year in 2018. In addition, Jeanne is an NAR REALTOR® of America.

Jeanne's professional influence extends to her children. Her son, Rodney, obtained his real estate license in 1992, combining it with a thriving career in home building.

Rodney is a licensed contractor/builder who owns RL Hockaday Custom Homes. For many years, real estate was a part time occupation while homebuilding held his main focus. However, in 2006, Rodney shifted the balance of his attention to real estate sales. As a Broker/Associate with Virginia Country Real Estate, Rodney offered friendly, client-centered service to hundreds of homeowners throughout the Chesapeake Bay area.



As industry technology evolved, Rodney and Jeanne knew they needed to evolve as well and partner with a franchise. After decades of independent ownership, NextHome became the one clear franchise choice.

“It came down to keeping up with innovation,” Rodney said. “We’ve been really trying to keep up with the changes in technology and the agent’s wishes and wants. That has been tough to do as an independent brokerage.”

After looking into NextHome, Rodney and Jeanne arranged a call with Charis Moreno, NextHome’s Vice President of Sales.

“She sent us the demo and we were hooked,” Rodney said. “NextHome had a single sign-on for all the tools and phenomenal integration with the tools from the MLS. All of those things on their own add up to a lot of cost. NextHome was attractive because getting access to all these tools came at a remarkable value.”

Rodney and Jeanne were also impressed with NextHome’s marketing.

“All the marketing has a refined look,” Rodney said. “It is consistent and noticeable.”

“Plus orange was already one of our colors,” Jeanne added with a laugh.

Today, NextHome Coast to Country Real Estate is combining decades of expertise with forward-thinking tools and technology to offer clients an unparalleled experience.

“We deliver great service for our clients and customers and have for years,” Jeanne said. “What we have here is not a sales business - it’s a service business. We understand that it’s the relationships that matter and we look forward to building more relationships as NextHome Coast to Country Real Estate.”

Please join us in congratulating Rodney and Jeanne on the opening of their new brokerage in Hayes, 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 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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