



Press Release

June 30th, 2022

NextHome Elite Realty Announces Hartford-Area Expansion

Under the leadership of broker/owner Chad Lynch, NextHome Elite Realty is ready to better serve the Northern Connecticut and Southern Massachusetts region

Pleasanton, CA — June 30, 2022 — NextHome is proud to announce the expansion of **NextHome Elite Realty**, with a new office location in East Windsor, Connecticut. The new brokerage builds on the success of NextHome Elite Realty’s initial location in Springfield, Massachusetts, which opened in early 2020.

The brokerage joins the growing NextHome franchise that currently has 589 active office locations across the country.

NextHome Elite Realty’s East Windsor office is ready to serve clients throughout the region through agents who are committed to putting humans over houses.

“At NextHome, we put humans over houses,” NextHome Elite Realty broker/owner Chad Lynch said. “It’s a mindset, a movement, a phrase that saves us from losing sight of why we are in this profession in the first place. At NextHome Elite Realty, it is our goal to provide this elevated client experience throughout western Massachusetts and the greater Hartford area and continue a movement that’s spreading throughout the country.”

Under Chad’s leadership, the NextHome Elite Realty team is poised to help buyers and sellers throughout Hampden, Franklin, and Hampshire counties in Massachusetts, as well as the Greater Hartford area in Connecticut.

A New England native, Chad began his real estate career in 2008. Prior to that time, he dabbled in real estate as an investor. While building his own computer repair business, Chad bought and managed several properties in the greater Springfield area.

“I finally came to terms with the idea that I really liked real estate,” Chad said. “In 2008 it was about time I closed down my computer company and I went all-in.”

Chad started working for a nationally branded real estate franchise in Longmeadow, Massachusetts. Although he entered the industry in the depths of the Great Recession, Chad still managed to sell a noteworthy 12 homes in his first year.

After about two and a half years with the national franchise, Chad opened his own independent office - Elite Realty.

For the next seven years, Chad built a reputation based on superior sales, property management acumen, and investment knowledge.

“It really just grew organically through word of mouth,” Chad said.



However, he knew that in order to scale his business to the next level, franchising was the right option. In early 2019, Chad began looking for a franchise that could offer his agents the cutting-edge technology they wanted. After a quick online search for “up-and-coming real estate franchises,” NextHome caught his eye.

“What caught my eye first was the branding, the look was very clean and modern,” Chad said. “Then, once I started watching the videos on their website, the technology caught my attention. NextHome has a family-oriented vibe and it just seemed like it would be a good fit for what I wanted to do.”

Chad opened his Springfield NextHome office on January 1st, 2020.

“This new office addition will provide a home base for our associates who are Hartford-area experts,” Chad said. “As the office grows, NextHome Elite Realty (East Windsor) will be a home for real estate professionals who care for their clients, offer exceptional expertise, and enjoy using the latest in industry technology.”

When he isn’t growing his business, Chad enjoys spending time with family. Chad and his partner Aimee have been together for 17 years, and together they have two children: Chad Jr. (15) and Layla (8).

Outside of spending time with his family, Chad’s greatest love and hobby is real estate.

“Buying and selling investment properties feels more like fun than work,” Chad said. “My hobby really has become my business.”

Please join us in congratulating Chad on the opening of NextHome Elite Realty in East Windsor, Connecticut!

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 580+ offices and 5,300+ members across 48 states. The company closes over 36,000 transactions annually worth over \$11.8B in volume.



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