



Press Release

July 6th, 2022

NextHome Maly Realty Opens in the Heart of the Poconos

Husband and wife team launch family-centered brokerage

Pleasanton, CA — July 6, 2022 — NextHome is pleased to announce the opening of **NextHome Maly Realty** in Stroudsburg, Pennsylvania. The brokerage joins the growing NextHome franchise that currently has 590 active office locations across the country.

Nestled in the heart of the Pocono Mountains, Stroudsburg is known for its quiet charm. As the area grows, NextHome Maly Realty is positioned to provide exceptional real estate experiences for all types of residential buyers and sellers. NextHome Maly Realty will serve clients throughout Monroe County.

NextHome Maly Realty is owned by Kelly Maly-Cunningham and Edward Cunningham, Jr. The husband and wife team is known for their client-centered approach to business.

Both Kelly and Edward have been in real estate sales for about eight years.

“We saw some of our family members become REALTORS®, and noticed how much they enjoyed this business and how well they were doing,” Edward said. “We are so glad that we followed their example. Serving others through real estate is incredibly rewarding.”

Throughout the years, Kelly and Edward have worked for both a small boutique brokerage and a nationally-franchised brand. The pair gained a reputation for family-centered service, treating clients with respect, dignity, and kindness.

“Throughout the years, I had many clients seek their own real estate licenses after their experience buying or selling with me,” Edward said. “But, when they asked where they should work, I wanted to point them to a family-like brokerage with really great tools and resources. I wanted to lead a brokerage where they could find all the things they loved about real estate in one office.”

Edward and Kelly started thinking about opening their own franchise.

One day, during a sales appointment, Edward saw a NextHome yard sign.

“I had never heard of NextHome before, but the signage was really interesting, so I started doing my research,” Edward said.

He quickly discovered the franchise he had been looking for.

“The first thing that caught my eye was that NextHome was a top-rated company in owner satisfaction,” Edward said.

NextHome was ranked No. 1 in owner satisfaction by Franchise Business Review. The ranking positioned NextHome alongside more than 300 of the country’s top franchise brands across all



industries, and the anonymous feedback of NextHome owners placed the franchise in the No. 1 spot.

“No broker or owner I talked to had anything bad to say about it,” Edward said.

“The second thing that attracted us to NextHome was the family-like company culture,” Edward added. “Treating people like family is a really big priority for us, and NextHome gives us the support to create that culture in our business.”

Today, NextHome Maly Realty has already attracted eight associates who are ready to offer that client-centric service.

“We treat people like family here,” Edward said. “That means we treat our clients the way we would like to be treated, and we don’t give up on people. NextHome Maly Realty is ready to go the extra mile for our clients.”

Family is central to everything Kelly and Edward do. They are the proud parents of three children: Edward Cunningham III (18), Connor (6), and Kaylee (2). Together, they enjoy road trips, camping, and entertaining their large extended family in their home. Please join us in congratulating Kelly, Edward, and the entire team at NextHome Maly Realty on the opening of their Stroudsburg, Pennsylvania office!

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.

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

PRESS RELEASE



209.470.1493
imran@nexthome.com

For more information, sales:

Charis Moreno
925.271.9102
charis@nexthome.com

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