



Press Release

July 20th, 2022

NextHome Park Place Homes Group Opens in Michigan

Veteran real estate associate, Shelley Park Cluff, continues her independent brokerage's legacy of excellence under the NextHome banner

Pleasanton, CA — July 20, 2022 — NextHome is pleased to announce the opening of **NextHome Park Place Homes Group** in Midland, Michigan. The brokerage joins the growing NextHome franchise that currently has 591 active office locations across the country.

Located about two hours south of Detroit, NextHome Park Place Homes Group will serve clients throughout Midland, Saginaw, Clare, and Gladwin counties.

Under the ownership of Shelley Park Cluff, NextHome Park Place Homes Group offers exceptional client experiences, dedicated client representation, and access to more than 25 years of local real estate knowledge.

Shelley has sold real estate in Michigan since 1997, starting her career with a local RE/MAX. From the beginning, Shelley's fiery dedication to her clients' needs garnered multiple recognitions. She was Rookie of the Year her first year in real estate. Her second year, Shelley set a regional record for commissions earned.

In 2008, Shelley opened her own independent brokerage: Park Place Homes Group. Throughout the years, Park Place Homes Group has developed a sterling reputation for excellence and high-quality service.

"We have consistently held ourselves to a higher standard, challenging each agent to be better in every transaction," Shelley said.

The brokerage grew to 12 producing agents, plus a property management division. At its peak, Park Place Homes Group held about 9% market share.

Underlying all these accomplishments was a collaborative and fun work environment.

"We are a very tight-knit group, who always support each other and work collaboratively," Shelley said. "When you hire one of us you hire all of us."

However, as the real estate industry changed following 2020, Shelley knew that she also needed to evolve in order to maintain her signature high professional standard mixed with a people-first approach.

"I started looking into the fastest-growing real estate franchises and their models and that's how I came across NextHome," Shelley said. "It checked so many boxes. What really drew me in was the culture. It's what I've preached for years. If you take care of the community, you take care of the client, the house will sell itself. People come first."



In addition to a philosophy that aligned with her own, Shelley recognized tools and technology that would enable her agents to elevate their service.

“NextHome sets us apart with better systems, better support, and all those back-end tools that help the agents to help the client,” Shelley said.

Today, NextHome Park Place Homes Group agents and clients have access to world-class representation and support.

“We feel strongly about empowering our agents,” Shelley said. “We are the umbrella with all the tools that they need to be successful, and we help each agent achieve their personal goals. We have done that all along, but through NextHome we have some bigger, better tools to make it happen.”

NextHome Park Place Homes Group clients also enjoy access to an exceptional sales experience with agents who are dedicated listeners.

“We hold your hand through the whole process,” Shelley said. “Our clients' needs are absolutely first. We have a great reputation in the marketplace as a company with high integrity and quality agents, and our dedication to our clients forms the backbone of that reputation.”

Clients who have worked with Shelley know her as a fierce negotiator who isn't afraid to step into the ring on her client's behalf.

Outside the office, Shelley is a national championship league rugby player and certified Muay Thai kickboxing teacher. She is also the vice president of SOS Animal Rescue and a dedicated supporter of local youth sports.

“I put as much effort into work as I do play and it shows in our brokerage,” Shelley said. “We have fun, we work hard together, and there's an amazing dynamic we've created here for our clients.”

Shelley has been married to her husband Brian for 21 years and they are the proud parents of a 17-year-old daughter, Sydney. Rounding out the family are their two dogs: a Mastiff/Lab mix and a Frenchie/Beagle Mix as well as two rescue cats.

Please join us in congratulating Shelley on the opening of NextHome Park Place Homes Group in Midland, Michigan!

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.

###



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
209.470.1493
imran@nexthome.com

For more information, sales:

Charis Moreno
925.271.9102
charis@nexthome.com

For additional announcements and press releases, please visit:

<https://www.nexthome.com/news/>