



Press Release

September 9th, 2022

NextHome In The Bluffs Opens in Iowa

Born and raised in Iowa, Todd and Jennifer Cook combine unparalleled area knowledge with industry-leading marketing

Pleasanton, CA — September 9, 2022 — NextHome is proud to announce our newest addition to the franchise, **NextHome In The Bluffs**, located in Council Bluffs, Iowa. The brokerage joins the growing NextHome franchise that currently has 598 active office locations across the country.

NextHome In The Bluffs offers clients extensive area knowledge and a dedication to people-first service. Owners Todd and Jennifer Cook, both born and raised in Council Bluffs, Iowa, offer unique expertise in all types of residential real estate.

Conveniently located just minutes east of Omaha, Nebraska, NextHome In The Bluffs serves clients throughout Council Bluffs and the Southwestern Iowa communities. Todd is licensed in Nebraska as well and looks forward to serving clients throughout the Omaha market.

Together, Todd and Jennifer offer clients almost 40 years of combined experience in Iowa real estate.

Jennifer began her real estate career in 2002 after stepping away from a job in life insurance.

“I learned a lot in those early years and became very familiar with first-time homebuyer resources, infill programs, grant monies for new construction, tax credits for new development, and applications on both the city and state level,” Jennifer said. “I combined that dedication to real estate knowledge with a sincere care for my clients. Today, I am so proud that more than 90 percent of my business comes from referrals.”

Todd joined Jennifer at Heartland Properties in 2005 and together they formed the Cook Team. The Cook Team built an outstanding reputation in the Council Bluffs area by steadfastly delivering on promises to their clients. Together Todd and Jennifer consistently sold more than \$10 million in annual volume in a region where average home prices hover around \$200,000.

As the industry evolved, Todd and Jennifer knew that they needed to reinvigorate their marketing in order to better serve their clients.

“Our careers are accelerating, so we wanted to step on the gas with marketing that really pops,” Todd said. “I wanted something different, something that was new to our market. That’s when I discovered NextHome.”

One day, Todd went to a doctor's appointment and walked by a NextHome office.

“The marketing was great and caught my eye, but we were also really looking for a franchise that embraced our same core business values,” Todd explained. “After reaching out to Tony (Taylor,



co-owner of NextHome Signature Real Estate) and other NextHome brokers/owners, I knew we had found the right fit. We really value our clients and we know that treating them right the first time gets you repeat and referral business. NextHome embodies that perspective through its emphasis on Humans over Houses.”

Todd and Jennifer were also excited to partner with a franchise that was popular with its existing broker/owners. Franchise Business Review ranked over 300 of the country’s top franchise brands across all industries, and anonymous feedback from owners ranked NextHome as the [No. 1 franchise in owner satisfaction](#).

Today, NextHome In The Bluffs is using NextHome’s cutting-edge marketing and people-first philosophy to provide exceptional real estate services in the Council Bluffs area.

“We want to be your go-to real estate resource for you and your family, both now and into the future,” Todd said. “We treat people with that long-term perspective. We are going to be here for people even when the transaction is closed. Clients who have worked with us in the past know that we have deep roots in the community, and we love helping with referrals or information long after closing day.”

Both Todd and Jennifer are dedicated to serving their hometown. The couple met in junior high school, attended the same high school, and started dating senior year. In August, they celebrated 29 years of marriage.

Todd spent more than a decade coaching youth sports in the area, and the Cooks are dedicated supporters of various youth teams.

Todd and Jennifer are the proud parents of three grown children and the loving grandparents of Rylee (2) and Oaklee (9 months).

In their spare time, Todd and Jennifer enjoy being with friends and hosting Sunday Funday with family around their backyard pool.

Please join us in congratulating Todd and Jennifer on the opening of NextHome In The Bluffs in Council Bluffs, Iowa!

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/>