



**Press Release**

**November 2nd, 2022**

**NextHome Realty Marketing Announces Second Atlanta-Area Office**  
*Newest brokerage provides convenience for clients from north Atlanta, all the way to the Tennessee line*

**Pleasanton, CA — November 2, 2022** — NextHome is proud to announce the expansion of **NextHome Realty Marketing** with a second office in Roswell, Georgia. This addition expands on the success of NextHome Realty Marketing’s flagship location in Atlanta, which opened in 2017.

This latest brokerage joins the growing NextHome franchise that currently has 611 active office locations across the country.

NextHome Realty Marketing (Roswell) offers exceptional client service in both Spanish and English. The brokerage serves clients throughout Acworth, Kennesaw, Marietta, Sandy Springs, Lawrenceville, Duluth, Alpharetta, Cumming, Gainesville, and the remainder of the Atlanta metropolitan area.

NextHome Realty Marketing (Roswell) is owned by local top-producing REALTOR®, Garrick Ratcliff. With the launch of the new Roswell office, Garrick hopes to expand on the supportive culture of camaraderie that NextHome Realty Marketing is known for.

“With this expansion, our associates who already do a lot of business in the Roswell area will have the additional support they need to better serve buyers and sellers,” Garrick said. “Quality agent support translates to quality customer care.”

Garrick started his real estate career as the business manager for a local brokerage in 2005. As the manager for the company, he was able to see the multitude of benefits of being a real estate agent.

In late 2005, he obtained his real estate sales license and furthered his responsibilities at the Dalton-based franchise.

“I was fortunate enough to have a very successful first year in real estate,” Garrick said. “As someone who always embraced the entrepreneurial spirit, it only made sense for me to build my own company instead of someone else’s.”

Garrick opened Buyers & Sellers Wise Choice Realty LLC, the following year, and spent the next decade building an impressive and thriving real estate brokerage.

In 2016, Garrick wanted more structure and systems in his business and looked for a real estate franchise that would help him achieve this for his company.



“Knowing that I wanted to partner with a real estate franchise to help me with my business was the easy part,” recalls Ratcliff. “Finding the right franchise was the challenge. NextHome was the right decision for me with the technology, systems, and simple fee structure.”lat

Today, NextHome Realty Marketing offers its associates industry-leading technology tools, combined with the Humans Over Houses philosophy that defines NextHome’s culture.

“A NextHome Realty Marketing associate isn’t just another REALTOR®,” Garrick said. “We become a part of your family, offering our support far beyond the closing table. Our clients are the center of everything we do, and we can’t wait to share the NextHome Realty Marketing difference with buyers and sellers in Roswell, and beyond.”

Please join us in congratulating Garrick, and the entire team at NextHome Realty Marketing on their new office in Roswell, Georgia!

***Interested in being a part of the NextHome Real Estate Franchise? Contact VP of Sales Charis Moreno at [Charis@NextHome.com](mailto: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 600 offices and 5,400+ 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.*

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