



Press Release

December 13th, 2022

NextHome Greater Tri-Cities Opens in Saginaw, Michigan

New brokerage combines industry-leading technology with a team of tireless client advocates

Pleasanton, CA — December 13, 2022 — NextHome is proud to announce our newest addition to the franchise, **NextHome Greater Tri-Cities**, located in Saginaw, Michigan. The brokerage joins the growing NextHome franchise that currently has 601 active office locations across the country.

NextHome Greater Tri-Cities serves clients throughout Saginaw, Bay, Midland, Genesee, and surrounding counties.

NextHome Greater Tri-Cities is owned by second-generation real estate professional, Coty Lewis. Coty will serve as the office's broker of record. Jennette Lewis, Coty's wife, and a licensed broker/sales associate, rounds out the brokerage's leadership team as business manager. Seth Vendelboe, Coty's brother, offers exceptional sales expertise as a NextHome Greater Tri-Cities sales associate.

Together, this family team leverages the latest in industry technology to create streamlined sales experiences for a wide variety of clients.

NextHome Greater Tri-Cities offers expertise in all types of residential sales, including first-time home buying, relocations, and investments. Coty also has experience working with large investors, bank sellers, and commercial properties.

Coty began selling real estate professionally in 2013 after a childhood spent immersed in real estate. He often followed his REALTOR® mother to listing appointments, open houses, and meetings.

"I learned a lot by just listening for all those years," Coty said. "When it came time to get my own real estate license, it felt natural."

As a professional sales associate, Coty built a reputation for hard work. He gained a variety of experience and skills by working with several nationally franchised brands throughout his career.

"I love helping people achieve their goals," Coty said. "I also love that every day is different in this career. I get to work with all types of buyers and sellers, from families looking for their first home to investors buying a dozen or more properties at a time. I still love to face the challenge of each transaction and deliver results for my clients."

Coty's talent for real estate eventually built a business that is almost 100 percent referral.



After forming a team alongside Jennette and Seth, Coty's sales numbers continued to soar. Together, the team closed 202 transactions in 2021. Coty's personal hard work helped 130 of those transactions across the finish line.

As his transaction volume expanded, Coty began to consider the next step for his career.

"I started thinking about how my career could evolve if I started investing all the money I was paying other people into myself," Coty said. "I had considered franchising several times over the years, but never took the leap."

Then, he discovered NextHome.

"I watched the YouTube videos and that's what convinced me," Coty said. "After working with a wide variety of brokerages, I know what's out there. NextHome offered a lot of technology, tools, and support that you just can't get anywhere else."

Today, NextHome Greater Tri-Cities combines a hard-working, high-producing team with the industry's best technology and support. Coty was thrilled to have the new kvCORE platform at his fingertips as an included member benefit. Among the many things the kvCORE tech platform can do, it moves the agent's lead generating work away from a drip advertising approach toward an AI-driven intuitive conversation. It lets the technology work the lead generation side of the associate's business so that they can focus on their existing clients - until that lead really needs them.

"There is so much that this can do," Coty said. "The technology that NextHome offers can help us create better client experiences. We can pay more attention to listings, we can make transactions happen faster and we can spend less time on busy work and more time with the client. It keeps us on top of what our clients are really looking for. This technology combined with our work ethic means we can offer a more streamlined client experience."

As NextHome Greater Tri-Cities grows, Coty is dedicated to partnering with the highest quality associates, who love what they do and are devoted to their clients.

"I'm looking forward to showing associates how NextHome can help them achieve success," Coty said.

As a tireless advocate for his clients, Coty doesn't spend much time away from the office, but when he does he enjoys golf and vacationing with his family.

Coty and Jennette are celebrating four years of marriage this December. They are the parents of four children: Addilyn, Kamryn, Maeleigh, and Anders.

Please join us in congratulating Coty, Jennette, and Seth on the opening of NextHome Greater Tri-Cities in Saginaw, Michigan!

Interested in being a part of the NextHome Real Estate Franchise? Contact VP of Sales Charis Moreno at Charis@NextHome.com.



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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.

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