



Press Release

December 31st, 2022

NextHome Lenny Gaines & Co. Opens in Greenville, South Carolina

A well-known name in local real estate, Lenny leads with a passion for education and lifting others up

Pleasanton, CA — December 31, 2022 — NextHome is proud to announce our newest addition to the franchise, **NextHome Lenny Gaines & Co.**, located in Greenville, South Carolina. The brokerage joins the growing NextHome franchise that currently has 609 active office locations across the country.

Conveniently located in the heart of downtown Greenville, NextHome Lenny Gaines & Co. serves clients throughout Greenville, Spartanburg, and Anderson counties. The brokerage offers expertise in both commercial and residential real estate.

Broker/Owner Lenny Gaines hopes to empower local buyers and sellers through his exceptional talent for real estate education. As he grows the brokerage, Lenny also hopes to empower clients to create lasting financial legacies for themselves and their families.

“I love helping clients build a solid knowledge base so that they can feel confident moving forward with one of the biggest purchasing decisions of their lives,” Lenny said. “The ability to help my clients build generational wealth through well-informed home buying is one of the most rewarding parts of my career.”

Lenny began his real estate career in 2001 with The Dickens Company, a local independent brokerage. After four years of successful selling, Lenny partnered with Shell Tree Real Estate. While there, he joined brokerage management and pioneered the 100 percent commission model in his area.

Throughout his career, Lenny has closed more than 450 transactions spanning both residential and commercial real estate.

“What I am most proud of is that I’ve helped numerous people buy who thought they would never own a home, and then I’ve helped them move on to their second home,” Lenny said. “I’ve seen both businesses and individuals grow because of their ability to build wealth in real estate.”

Recently, Lenny graduated from the South Carolina REALTORS® Leadership Academy. Participants work together in a training course of five retreats that combine presentations, group activities and project planning. Sessions include the development of leadership skills, team-building exercises, goal setting, personal profile analysis, communication, ethical decision-making, and much more.

The housing crisis of 2007 presented the perfect opportunity for Lenny to pursue several university degrees including a Bachelor’s Degree in Elementary Education with a minor in Sociology, in addition to a Master’s Degree in Psychology with a focus in Administration. Lenny also obtained a doctorate-level education in curriculum development.



In 2015, Lenny combined his educational training with his love of real estate to open his own brokerage. Under his leadership, Expert Realty grew to 13 knowledgeable and well-supported associates. In addition to running his own brokerage, Lenny also opened Perpetual Real Estate School in 2017. Over the past five years, Lenny has created robust curriculums and helped almost 450 professionals navigate the real estate licensure process.

Lenny's talent for being an educator was the catalyst that led him to opening his own NextHome franchise.

"Because I am an educator, everything about me is about giving people tools and resources to have the knowledge base to know what they are doing," Lenny said. "While I could grow my brokerage as an independent, I wanted to offer my associates more in the way of tools and training. NextHome provided a remarkable transaction platform alongside the ability for associates to receive world-class training."

Today, NextHome Lenny Gaines & Co. is becoming a household name in the Greenville area for high-quality real estate representation.

"We have associates who are dedicated to the art of representation and who put their clients ahead of their commissions," Lenny said. "Providing exceptional representation is something that I feel very strongly about. Our clients know that we want to be an integral part of their current and future goals."

In addition to excellent representation, associates at NextHome Lenny Gaines & Co. are deeply committed to their community.

"We know and love our community," Lenny said. "We are a trusted name in our community because we care about this place we all call home."

Lenny's deep roots in South Carolina are the driver for his community service. He can often be found lifting others up in small ways. He is the host of the syndicated radio show, "Pastor Lenny's Praise Party," a show filled with daily inspiration, interviews, and a cultural call-to-action.

Please join us in congratulating Lenny on the opening of NextHome Lenny Gaines & Co. in Greenville, South Carolina!

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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