



Press Release

January 6th, 2023

NextHome City Realty Opens in Novi, Michigan

Newest brokerage combines construction expertise with sales savvy

Pleasanton, CA — January 6, 2023 — NextHome is proud to announce our newest addition to the franchise, **NextHome City Realty**, located in Novi, Michigan. The brokerage joins the growing NextHome franchise that currently has 612 active office locations across the country.

NextHome City Realty was a natural progression for owner Craig Kallen, who opened his first Michigan-based NextHome franchise in 2020. NextHome City Realty expands on Craig's flagship location in Royal Oak (NextHome Aegis Properties).

As he expands, Craig will continue to provide exceptional client experiences, with the added benefit of an in-house construction company that can handle remodels and pool installation.

"Our more than 30 years of experience in custom home building and remodels give our brokerages a unique added value for clients," Craig said.

Conveniently located just northwest of Detroit, NextHome City Realty serves clients throughout Novi, Northville, Plymouth, West Bloomfield, and Ann Arbor.

NextHome City Realty offers access to a high-quality team of real estate professionals, including office manager Melissa Sherry.

Under Craig and Melissa's leadership, NextHome City Realty is poised to provide the region's best real estate representation and construction expertise.

Throughout the 1990s and early 2000s, Craig built custom homes alongside his father. Their company, Galaxy Builders, built and sold between 100 and 150 homes per year and focused mainly on tract homes.

In 2008 Craig shifted his focus to luxury custom homes and he opened Brooklyn Custom Homes. He continued creating high-end properties until 2014.

"I understand the mechanics of a house very well," Craig said. "When I walk into a house with a client, I'm able to tell them exactly what they want and need to know."

In 2014, Craig obtained his real estate sales license and began working for local independent brokerage. He quickly discovered how much he loved the real estate sales industry and decided he wanted to be a broker. In 2019, Craig became a licensed broker and hit his stride.

"In early 2019, I was considering opening my own independent brokerage and began searching for great logo ideas," Craig said. "When I typed in 'really cool real estate signs' NextHome came up. It immediately caught my attention."



During the next several months, Craig continued serving sales clients and building ideas for his new brokerage. He once again found himself searching the internet and when he typed in “best real estate franchise in the world” NextHome reappeared. Craig knew he needed to learn more.

After more research, Craig discovered that NextHome's approach to real estate aligned perfectly with his goals.

“I clicked with everyone I talked to at NextHome,” Craig said. “James (Dwiggins, NextHome's CEO) understood that I wanted to be the best NextHome brokerage in Michigan, not necessarily the biggest. NextHome offered the tools I needed to focus on quality over quantity.”

NextHome City Realty expands on this promise of quality over quantity with a people-first approach.

Clients working with NextHome City Realty will have access to the guidance of an experienced builder as well as several agents who are deeply knowledgeable about their communities.

Craig and Melissa were married in October and look forward to many years together, serving their clients as a team.

Please join us in congratulating Craig and Melissa on the opening of NextHome City Realty in Novi, 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.

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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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