



**Press Release**

**March 3rd, 2023**

**NextHome Reliance Opens in Charlotte, North Carolina**

*Brokerage offers extensive expertise and a dedication to loyal and courageous advice*

**Pleasanton, CA — March 3, 2023** — NextHome is proud to announce our newest addition to the franchise, **NextHome Reliance**, located in Charlotte, North Carolina. The brokerage joins the growing NextHome franchise that currently has 610 active office locations across the country.

NextHome Reliance serves clients throughout the Charlotte Metro Area, offering exceptional representation for all types of residential buyers and sellers. The brokerage offers expert associates who are NAR certified Pricing, Military Relocation, and Senior Residential Specialists.

NextHome Reliance is owned by Bob Fredrickson, a multi-faceted real estate professional with a talent for relationship-based business.

Bob spent more than 10 years in mortgage lending and consumer banking before embarking on his real estate sales career.

Eventually, Bob felt that corporate America wasn't the path for him. In 2017, he obtained his real estate license and began building his own reputation for values-based business.

"My mission is to provide loyal and courageous advice to our clients, so they make the right buying or selling decision," Bob said.

Bob's leadership and mentoring approach attracted other area professionals, and he formed The Bulldog Properties Team.

As The Bulldog Properties Team grew, Bob discovered immense joy in watching others succeed.

"It's really satisfying to watch someone build their business, push through obstacles, and help clients achieve their dreams," Bob said.

The Bulldog Properties Team continued their upward climb, becoming one of the top producers at their firm. As Bob looked to the future, he knew that for continued growth and success he needed the right franchise partner.

"I wanted to be a part of a company that was focused on people taking care of people," Bob said. "I needed a franchise that would move us forward."

After reaching out to NextHome, he knew he had discovered the right partner.

"After my initial inquiry, NextHome reached out to me to schedule a meeting with James (Dwiggins), NextHome's CEO," Bob recalled. "I immediately wondered how big this company was if the CEO took time to talk with me!"



The NextHome franchise has more than 610 brokerages throughout the United States, and continues to be one of the most attractive real estate franchises in the nation. Despite its growth, the company continues to center on the human aspects of real estate.

“James was so authentic, and I never felt as if he were blowing smoke at me,” Bob recalled. “I talked with him a second time, in addition to other corporate leaders and NextHome brokers. I did my research with other franchises. In the end, everyone at NextHome aligned with my vision and goals.”

Bob’s vision is to create a place where agents feel supported and grow within a relationship-based culture.

“It feels like NextHome understands that real estate, at its core, is a very human experience,” Bob said.

Today, Bob is building the brokerage of his dreams, with his clients and associates at the center of it all.

“NextHome Reliance is a place where you can come and be respected as a human being, and not treated like just a number,” Bob said. “We are dedicated to ethical and high-quality representation, and want to be a homebuyer’s best friend. We are people who care about you and your needs.”

For Bob, that dedication to serving others extends beyond the office. He has been a volunteer firefighter for decades and continues to serve on the department’s board. Bob and his wife Lauren are also passionate supporters of the Children’s Home Society of North Carolina. Several years ago, fostering gave Bob and Lauren the opportunity to adopt their two children: Isaiah and Ciera. Together the family enjoys traveling and camping.

Please join us in congratulating Bob and the entire team at NextHome Reliance on the opening of their new office in Charlotte, North Carolina!

***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 610 offices and



5,500+ members across 48 states. The company closed over 33,000 transactions in 2022 worth over \$11.4B 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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