



Press Release

March 23rd, 2023

NextHome Professionals Opens in Southeastern Oklahoma

Team of client-centered owner/agents are elevating the selling experience throughout rural Oklahoma

Pleasanton, CA — March 23, 2023 — NextHome is proud to announce our newest addition to the franchise, **NextHome Professionals**, located in McAlester, Oklahoma. The brokerage joins the growing NextHome franchise that currently has 610 active office locations across the country.

Located 90 miles south of Tulsa and 120 miles southeast of Oklahoma City, McAlester is one of the state's oldest communities. With its vast open plains and hometown feel, Southeastern Oklahoma locals have a wide variety of real estate needs. NextHome Professionals offers expertise for relocations, first time home buying, investment, farm, land, military relocation, and all other types of residential real estate.

NextHome Professionals is poised to elevate real estate throughout McAlester and the surrounding areas. The brokerage is owned by a trio of client-centered professionals who go the extra mile for every client.

Kelli Wall has been serving Southeastern Oklahoma real estate clients for more than 13 years and will be NextHome Professional's Broker of Record. She began her career at Century 21 before joining a local Realty One Group office. In addition to ownership, Kelli will focus her talents on agent and staff support.

Matthew Sherwood comes into brokerage ownership with expertise in investment, fix and flip, and military relocation. Matthew has been fixing and flipping his own real estate investments since 2009, following in the footsteps of his parents. In addition to investing experience, Matthew often works with military families and enjoys helping service members find a place to call home. In addition to continued care for his clients, Matthew is looking forward to mentoring and coaching new agents.

As the third member of the ownership team, Tracey Rothbauer, contributes a sterling reputation for client care that goes above and beyond. Tracey is looking forward to leveraging NextHome's suite of technology in addition to serving as an associate broker alongside Kelli.

"Tracey is truly a person who puts people first," Kelli said. "She will go above and beyond for her clients as well as her fellow associates. Tracey got into real estate to help people, and her dedication to service shines through every transaction."

The trio of owners met while working with the same local real estate franchise. Connected by mutual admiration for each other's talents, they often talked about elevating the experience for their clients.



“All of us feel strongly that clients and agents need to be treated ethically,” Tracey said. “We connected because each of us put humans over houses. With this goal in mind, we started talking about franchising. Then, Matthew discovered NextHome through his own research and we knew it was a perfect fit.”

NextHome’s Humans Over Houses approach to real estate aligned perfectly with their vision.

“We knew that we wanted to elevate the process for our clients, so when I came across NextHome, it felt like it was the piece of the puzzle we were missing,” Matthew said.

“Combining our talents, we hope to offer every client a top-notch, professional experience,” Kelli added. “Buying and selling can be stressful. We want to relieve that stress, taking the hard things on our own shoulders so that the clients come away saying they enjoyed the process.”

Today, NextHome Professionals offers a team of caring professionals who selflessly serve their clients.

“When clients choose our office, they get a team of professionals who they can trust completely,” Kelli said. “We hold our clients’ hands, helping them feel educated and empowered throughout the entire process. And most importantly, we make sure the client’s needs are always at the center of that transaction. Because this really is all about them.”

“Being an exceptional real estate agent requires so much more than just planting a sign in the yard and navigating paperwork,” Matthew added. “Each NextHome Professionals client knows that they have a trustworthy and knowledgeable team on their side. This might be the biggest purchase they ever make, so we hope they feel secure knowing that they are in good hands.”

Please join us in congratulating Kelli, Tracey, and Matthew on the opening of NextHome Professionals in McAlester, Oklahoma!

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



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