



**Press Release**

**April 14th, 2023**

**NextHome Skandia Hem Realty Launches in Kansas**

*With broker/owner Liz Strnad's heart for service and eye for home design, NextHome Skandia Hem Realty is ready to serve the entire Smoky Valley region*

**Pleasanton, CA — April 14, 2023** — NextHome is proud to announce our newest addition to the franchise, **NextHome Skandia Hem Realty**, located in Lindsborg, Kansas. The brokerage joins the growing NextHome franchise that currently has 610 active office locations across the country.

NextHome Skandia Hem Realty serves all types of residential real estate needs throughout Lindsborg, Marquette, Salina, McPherson, and the remainder of the Smoky Valley.

A region rich with Scandinavian history, Lindsborg is home to just under 3,500 people. The town is famous for its festivals and charming small-town feel. The brokerage name pays homage to this region's Scandinavian history by incorporating the Swedish word for 'Home' (Hem).

NextHome Skandia Hem Realty is owned by Liz Strnad, a local real estate associate with more than 12 years of experience and an eye for home design. Alongside Liz, Smoky Valley buyers and sellers have access to two top-tier real estate associates joining the brokerage: Heather Myers and Gina Windholz.

Liz has studied interior design, worked decades in sales, and is passionate about restoring and renovating homes. She is also a dedicated volunteer in her hometown, sitting on several festival committees, volunteering for Meals on Wheels as a board member, and always finding large and small ways to help those in her community through the Lindsborg Business Roundtable.

Hailing from Scandia, Kansas, Liz began selling real estate in 2010 following a career in management and sales. She joined local independent firm Lindsborg Realty where she developed a reputation for hard work and creative problem solving. Real estate also became the perfect fit for Liz's passion for architecture, home design, and decor.

In 2012, Liz opened The Good Merchant, a boutique home decor store. Her eye for interior design launched a thriving business.

In 2017, Liz had the opportunity to become the owner of Lindsborg Realty. She sold her home decor business and once again pursued real estate full time.

However, Liz knew that in order for her brokerage to accommodate a more regional clientele, she needed to rebrand with a forward-thinking franchise. That's when she discovered NextHome.

"I understood the time and resources it took to create robust marketing and integrated technology," Liz said. "NextHome was the whole package, taking care of those marketing and tech pieces so that I can focus on my clients and business."



Today, NextHome Skandia Hem Realty combines the industry’s best technology, tools, and marketing with Liz’s eye for design and her commitment to her clients.

“When it comes to providing excellent client service, I become more than just a REALTOR®: I am a problem solver,” Liz said. “Real estate can be very emotional and filled with obstacles. I take people’s complex problems and I help them find solutions, whether that’s selling their home or needing to buy. I work very hard to form a good connection and offer calm reassurance that we will find a happy solution.”

In addition to real estate services, NextHome Skandia Hem Realty will offer professional staging guidance with some home decor for sale.

“I love finding the beauty in everything I see,” Liz said. “That includes both people and houses. Everyone has a story and I am excited to help my clients throughout the Smoky Valley achieve their real estate goals. Creating a home out of a house is something that is so important to me and I look forward to offering exceptional experiences through NextHome Skandia Hem Realty.”

The brokerage and boutique is located at 124 E Lincoln Street in Lindsborg.

Please join us in congratulating Liz and the entire team at NextHome Skandia Hem Realty on the opening of their new brokerage in Lindsborg, Kansas!

***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.

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