



Press Release

April 27th, 2023

NextHome Serene Living Opens in Charlotte, North Carolina

Newest addition to the franchise offers unparalleled regional knowledge.

Pleasanton, CA — April 27, 2023 — NextHome is proud to announce our newest addition to the franchise, **NextHome Serene Living**, located in Charlotte, North Carolina. The brokerage joins the growing NextHome franchise that currently has 615 active office locations across the country.

NextHome Serene Living serves residential clients throughout Charlotte, Matthews, Mint Hill, Waxhaw, Weddington, Wesley Chapel, Indian Trail, Stallings, Pineville, and the remainder of Mecklenburg and Union counties. In addition to these areas, NextHome Serene Living associates are licensed in South Carolina with a focus on Fort Mill and Indian Land.

NextHome Serene Living is owned by JoAnna Dougan, a knowledgeable professional who has been immersed in the North Carolina real estate industry for more than 30 years. JoAnna holds a real estate degree, her Seniors Real Estate Specialist® designation from the National Association of REALTORS®, and the Strategic Listing Specialist designation.

JoAnna started working full time at the age of 16 as a hotel clerk before becoming a property manager for multi-family rental communities, managing her first community at age 20. Her outstanding organizational skills caught the attention of the Greater Charlotte Apartment Association, where she was recruited as support staff. Throughout the next 18 years, JoAnna assumed many roles, which lead her to becoming the association's Deputy Executive Director.

Although JoAnna held a real estate sales license since 1995, she began actively selling after leaving the apartment association in 2012. Partnering with her region's largest locally-owned brokerage, JoAnna offered exceptional residential real estate representation.

JoAnna's dedication to her clients translated into remarkable sales success. She became Allan Tate's Regional Rookie of the Year and a relentless advocate for her clients. Over the course of her career, JoAnna was recruited to both large-franchised firms and boutique independents. Through it all, JoAnna is most proud of the lives she impacted for the better.

"I am all-in for my clients," JoAnna said. "Their goals become my goals, meaning that I listen. I take the time to understand their concerns and unique needs. Knowing that I offered exceptional service to a family is the most rewarding part of my career."

As her career continued to evolve, JoAnna considered franchising. However, nothing seemed to feel right until she discovered NextHome.

"NextHome has evolved into a company that not only offers exceptional tools and technology, but also aligns with my own personal business philosophy," JoAnna said. "Putting Humans Over Houses is the core of what I do. Everything just seemed to click."



Today, NextHome Serene Living is offering clients knowledgeable representation from associates who are dedicated to putting people first.

“We prove through every transaction that we truly care about clients - it’s not just something we say,” JoAnna said. “A NextHome Serene Living client has access to some of our region's best-educated professionals in addition to someone who will make the process serene and joyful. Anyone who works as a NextHome Serene Living associate demonstrates that they put people first.”

JoAnna and her husband, Maher, have been married for 33 years and have built eight homes together. They are the proud parents of two children: Grant and Sydney and have a sweet Cockapoo named Coal. In her spare time, JoAnna enjoys practicing Yin Yoga and exploring the Carolinas’ scenic mountains and beaches.

Please join us in congratulating JoAnna on the opening of NextHome Serene Living 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.

Each office is an independently owned and operated business.

###

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.

For more information, press:

Petya Manning
925.344.6479
petya@nexthome.com



For more information, sales:

Charis Moreno
925.271.9102
charis@nexthome.com

For additional announcements and press releases, please visit:

<https://www.nexthome.com/news/>