



Press Release

June 28th, 2023

NextHome Experience Realty Opens in Spartanburg, South Carolina

Experienced leader Michael Dawson brings world-class technology, marketing, and tools to Spartanburg-area buyers and sellers

Pleasanton, CA — June 28, 2023 — NextHome is proud to announce our newest addition to the franchise, **NextHome Experience Realty**, located in Spartanburg, South Carolina. The brokerage joins the growing NextHome franchise that currently has 613 active office locations across the country.

NextHome Experience Realty offers exceptional buying and selling experiences led by knowledgeable real estate professionals.

NextHome Experience Realty serves all types of residential clients throughout Spartanburg, Moore, Duncan, Lyman, Wellford, Boiling Springs, Chesnee, Campobello, Landrum, Tryon, Greer, Pauline, Roebuck, Pacolet, Woodruff, Inman, Gaffney, Union, and the remainder of Spartanburg, Union, Cherokee, and Greenville counties.

NextHome Experience Realty will be led by broker/owner Michael Dawson. Michael has spent the past 21 years skillfully serving clients and managing local offices.

After obtaining his real estate license in 2002, Michael worked with a local Weichert franchise. He quickly developed a reputation for strong leadership and client-centered service.

“I love everything about real estate from helping agents grow their businesses to helping my clients achieve their real estate dreams,” Michael said. “Buying and selling is an experience and I want my clients to thoroughly enjoy the journey.”

Michael was named his brokerage’s Rookie of the Year in 2003. In 2004, he was named a Top Producer. And in 2014, Michael was awarded REALTOR® of the Year for the Spartanburg Association of REALTORS®.

In addition to being a top-producing sales associate, Michael has spent much of his career in brokerage leadership. He managed offices first for Weichert, Better Homes & Gardens, and Berkshire Hathway.

“Every associate is different,” Michael said. “It is really rewarding as a leader to encourage people to utilize their unique strengths. What I loved most was seeing talented professionals grow and launch their own successful brokerages. It brings a lot of joy to think that I was a small part of their growth and success.”

As he considered the next steps in his professional life, Michael knew he wanted to launch his own franchised office.



“I wanted to build a legacy of excellence and a brokerage where client’s needs are always met by an experienced real estate professional,” Michael said.

After some initial research, Michael knew that NextHome would be a great addition to his local market.

“NextHome offers support, technology, and a corporate culture that is second-to-none,” Michael said. “I love that my brokerage has included access to kvCORE. It’s the best CRM I’ve ever seen. Other pieces of the franchise, such as RealScout and the utilities concierge service, make NextHome stand above the rest. When you have a good office with all these support pieces, it’s much easier to attract high-quality, talented professionals who are passionate about helping clients.”

Today, NextHome Experience Realty offers fresh, forward-thinking solutions for Spartanburg area buyers and sellers.

“Our clients will have exceptional real estate experiences that you can’t find anywhere else,” Michael said. “A NextHome Experience Realty agent will have the knowledge and experience to guide them seamlessly every step of the way.”

Each NextHome Experience Realty agent is a dedicated professional who centers the client in everything they do.

“Any associate who joins us will have access to the industry’s best marketing and support,” Michael said. “Our associates know that they have a broker who will answer their questions, technology that can help them keep in touch with their clients, and comprehensive marketing that is ready to go at the push of a button.”

Outside of the office, Michael enjoys soaking up all that the Spartanburg area has to offer, including exceptional wineries, hiking, fishing, and festivals.

Michael and his wife Kerry will be celebrating 24 years of marriage this fall, and together the couple have two children and two grandchildren.

Please join us in congratulating Michael on the opening of NextHome Experience Realty in Spartanburg, South 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.

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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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