



Press Release

June 30th, 2023

NextHome Superior Living Opens in Michigan's Upper Peninsula

Owner Ben Argall combines industry-leading property marketing with renovation and design expertise and a deep understanding of the region

Pleasanton, CA — June 30, 2023 — NextHome is proud to announce our newest addition to the franchise, **NextHome Superior Living**, located in Negaunee (nə-GAW-nee), Michigan. The brokerage joins the growing NextHome franchise that currently has 615 active office locations across the country.

Located just 30 minutes from the banks of Lake Superior, NextHome Superior Living serves clients throughout Ishpeming, Negaunee, and Marquette in addition to the remainder of Alger, Delta, and Baraga counties. NextHome Superior Living offers expertise in commercial real estate, investments, renovations, land, waterfront, second homes, condos, and all other types of residential real estate.

NextHome Superior Living is owned by Ben Argall, an experienced local real estate professional with a reputation for dependability and client-centered service.

Born and raised in the west end of Marquette County, Ben is intimately familiar with the local markets and has a deep understanding of each neighborhood's unique traits, characteristics and values.

"I am personally invested in the West End real estate market and our community," Ben said. "I've spent a career inspiring people to achieve their real estate dreams. My vision is to be the number one choice for real estate agents and their clients in the Upper Peninsula and to inspire pride in our community through property investment and renovations."

After graduating from Northern Michigan University, Ben studied interior design at Rocky Mountain College of Art and Design. Then, in 2014, Ben obtained his real estate sales license, combining his passion for home design and renovation with an entrepreneurial spirit. Ben broke new ground in his region by forming the first teams for RE/MAX. Continuing to blaze new trails, Ben was then instrumental in setting up the first Keller Williams brokerage in the Upper Peninsula.

Two years later, Ben opened his own independent brokerage, Argall Real Estate Group based in Ishpeming.

Throughout his years in real estate, Ben has achieved remarkable sales volumes, been recognized with various awards, and helped many families discover the joy of homeownership.

"While awards are great, I am more proud of the work I do for the community and my focus on great client care," Ben said.



Ben prides himself on forging strong relationships with his clients and thrives on assisting individuals with what is often one of the largest transactions of their life.

Ben knew that in order to continue to attract and nurture exceptional agents, he would need to continue to elevate his systems, support, and technology.

“I felt like I was spending so much time and money as an independent trying to create systems and tools that were attractive to high-quality real estate professionals,” Ben said. “When I discovered NextHome, this company had everything I was looking for in one package.”

Ben has the drive, talent, and now NextHome’s support as he elevates real estate experiences in his market.

“As NextHome Superior Living, I can create my own office culture and become a leader in the industry,” Ben said.

Today, NextHome Superior Living offers clients and associates some of the industry’s best marketing, technology, and support, mixed with a culture that centers humans over houses.

“As someone with an eye for design, NextHome’s marketing offers a remarkable color scheme that is clean and modern,” Ben said. “Their standards set the bar high, and that emphasis on quality means that my clients are getting industry-leading advertising for their properties.”

Ben’s passion for renovation and design extends into his hobbies as well. Ben is currently living in the home his grandfather built in 1937, while orchestrating an extensive remodel. Ben has also worked professionally as an artist and designer, offering his clients a regionally unparalleled perspective on home design.

In addition to his work in real estate sales and renovation, Ben currently serves as the President-Elect of the Upper Peninsula REALTORS® and sits on the board for the Planning Commission for the City of Ishpeming.

When he is not working, you can find Ben performing home improvement projects, renovating houses, playing the piano, cooking, and entertaining.

Please join us in congratulating Ben on the opening of NextHome Superior Living in Negaunee, Michigan!

Interested in being a part of the NextHome Real Estate Franchise? Contact VP of Sales Charis Moreno at Charis@NextHome.com.

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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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