



Press Release

July 14th, 2023

NextHome Stellar Realty Opens in Fredericksburg, Virginia

Newest addition to the franchise prides itself on going the extra mile for clients

Pleasanton, CA — July 14, 2023 — NextHome is proud to announce our newest addition to the franchise, **NextHome Stellar Realty**, located in Fredericksburg, Virginia. The brokerage joins the growing NextHome franchise that currently has 613 active office locations across the country.

Conveniently located between Washington D.C. to the north and Richmond to the south, NextHome Stellar Realty serves clients throughout Fredericksburg, Stafford, Spotsylvania, Lake Anna, and the remainder of Spotsylvania County. The brokerage offers expertise in all types of residential real estate, including first time homebuyer and luxury.

NextHome Stellar Realty is owned by service-minded real estate professional, Lori Bonnell.

Lori has been a tireless advocate for her clients since obtaining her real estate sales license in 2018, she also holds degrees in education.

In 2017, Lori faced personal tragedy and found herself the single mother of two daughters. Through sheer grit and determination, Lori built two businesses that would support her family through a difficult time. She launched a commercial cleaning business, which operated at night. By day, she sold real estate.

Eventually, Lori's talents as a real estate associate generated enough business that she closed her cleaning company. Her reputation for genuine client care continued to spread and Lori built a thriving real estate career. Within two years of starting, Lori was 100% referral-based.

Throughout her career, Lori has worked with nationally franchised brands, virtual brokers, and small independents. For the past three years, Lori has been a caring sales associate with NextHome Realty Select in Fishersville, Virginia.

"My clients seem to appreciate my loyalty and they love that I always go above and beyond," Lori said. "I am their friend in the business."

As Lori considered the next steps for her career, she felt called toward franchising. Having worked with NextHome as an associate, and knowing its culture, Lori knew that NextHome offered a winning strategy.

"The relationships-based culture in this company is amazing," Lori said. "The member services team is always there to help you, and even at the corporate level, the CEO will listen to you on a Zoom call. Every company claims they have a great culture, but I would challenge anyone to find a company like NextHome where what they say is put into action like this."



Today, NextHome Stellar Realty is expanding relationships-based real estate in the Fredericksburg region. Under Lori’s leadership, the brokerage is also developing a reputation for going above and beyond for clients.

“We offer out-of-this-world service,” Lori said. “We take the humans over houses way of doing business to heart. Every client has a story, and we are here to help them discover their next chapter.”

In addition to offering exceptional service for buyers and sellers, NextHome Stellar Realty is a home for talented agents where they can feel supported both personally and professionally with the brokerage’s mission statement being, *"Empowering agents to create a fulfilling life through the service and support of their dreams, goals, ambitions, and all they're called to be."*

“I’ve been a part of brokerages where I was really supported, and I’ve been with brokerages where that agent support and training was lacking,” Lori said. “Those experiences gave me a lot of empathy for associates. When you are giving your all for your clients, I want to be there cheering you on and helping you succeed at your best life.”

Lori is proud to volunteer with several community organizations. She serves on the Chambers Network of Entrepreneurial Women and is on the board of directors for the Workforce committee through the Fredericksburg Regional Chamber of Commerce. Lori is also a member of the Fredericksburg Builders Association, where she serves on the community service committee, and is a Virginia Housing Qualified Trainer.

“My father was a builder,” Lori said. “After he passed, I wanted to work with an organization where I could honor his memory.”

In both her community service and her business, Lori is led by her faith in God and her dedication to her family. She is the mother of two grown daughters Alisha and Sydney and a proud grandmother of her grandson. She credits her sweetheart, Joe, as being her biggest cheerleader.

“He inspires me every day to be a better person,” Lori said.

Please join us in congratulating Lori on the opening of NextHome Stellar Realty in Fredericksburg, Virginia!

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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