



**Press Release**

**July 27th, 2023**

**NextHome ONE Expands with New Kalamazoo Office**

*Kalamazoo native Julie Reisner takes the lead at the new office, offering clients knowledgeable, relationship-based service*

**Pleasanton, CA — July 27, 2023** — NextHome is proud to announce the expansion of **NextHome ONE** with a third office in Kalamazoo, Michigan. The brokerage joins the growing NextHome franchise that currently has 615 active office locations across the country.

The brokerage expands on the success of NextHome ONE's offices in Brighton and Fenton, Michigan, which opened in 2022.

Located in southwest Michigan, NextHome ONE (Kalamazoo) serves clients throughout Kalamazoo, Portage, Vicksburg, Schoolcraft, Paw Paw, Richland, Gull Lake, Lawton, Mattawan, Texas Township, and the Three Rivers area.

NextHome ONE is owned by lifelong Kalamazoo local Julie Reisner who will assume the role of Broker of Record for the office.

Under Julie's leadership, NextHome ONE offers clients a relationships-based real estate experience led by area experts.

"NextHome ONE (Kalamazoo) builds on a culture of exceptional leadership that is in tune with associates and their career goals," Julie said. "We have three brokers who are very engaged with our agents and are great leaders. Together, we offer more than a half century of real estate experience."

Julie is thrilled to extend the NextHome buying and selling experience to her hometown.

"NextHome ONE focuses on the client and the relationship," Julie said. "Through industry-leading tools and technology, we are able to focus on the things that matter most - nurturing great communication with our clients."

Following a career in training and development for a local credit union, Julie embarked on her real estate career. In 2012, she started working in administration for the region's top-producing brokerage. After obtaining her real estate license, Julie discovered a love for helping people find their perfect property.

Julie's passion for client-centered service quickly built a thriving business. Partnering with a regional independent brokerage, Julie became a top producer. She was consistently her brokerage's No. 1 agent and always topped the brokerage's list of No. 1 solo agents.

Despite her remarkable sales success, Julie takes the greatest professional pride in the people she has been able to help throughout the years.

"I like to say that real estate is my profession, helping people is my passion," Julie said.



As Julie’s reputation for helpful service grew, she began to think seriously about the next steps in her career.

“My dear friend’s sister is Rachele Evers (owner of the NextHome ONE offices in Brighton and Fenton),” Julie explained. “My friend knew that Rachele wanted to grow NextHome ONE. She also knew both of our professional strengths and thought we would be a great fit.”

The friend was not only a great judge of character, but also connected Julie with a franchise where her personal business philosophy aligned perfectly with the franchise's corporate philosophy.

Julie spent almost a year working with Rachele before opening the doors to the Kalamazoo office. Throughout that time, Julie grew a deeper appreciation for everything that NextHome offered.

“Hands down, NextHome had the best people and the best support,” Julie said. “For such a large company, they run circles around any other brokerage as far as support. NextHome not only offers industry-leading technology and marketing, but when they offer a product, the support is there to help you use it effectively. This allows me to not only create new relationships, but also focus less on busy work so I can nurture those relationships.”

“NextHome supports me, so I can support the client or associate,” Julie added.

Today, NextHome ONE (Kalamazoo) is focused on building community relationships and providing excellent client-centered service. They are also excited to continue to grow their brokerage with agents who also share those same values.

“At NextHome ONE (Kalamazoo) we are all about doing the right thing every single time, being a fiduciary and putting humans above all else,” Julie said. “Communication and education are at the top of what we do. Clients can expect to feel empowered about their decision and to be treated like family.”

Julie is a third-generation Michigander who loves her hometown. When she isn’t serving real estate clients, Julie is often found volunteering to uplift her community. Julie has helped collect and restore bikes for homeless people, giving them the gift of transportation and greater freedom. She has also helped support her local zoo and quietly contributes to numerous other organizations.

“NextHome ONE is fully engaged in our community,” Julie said. “It is an honor to not only watch it grow, but also thrive.”

Please join us in congratulating Julie on the opening of NextHome ONE in Kalamazoo, Michigan!

***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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**For more information, press:**

Petya Manning  
925.344.6479  
petya@nexthome.com

**For more information, sales:**

Charis Moreno  
925.271.9102  
charis@nexthome.com

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