



Press Release

September 8th, 2023

NextHome North Shore Opens in Salem, Massachusetts

Newest NextHome brokerage offers client-centered service from an area expert

Pleasanton, CA — September 8, 2023 — NextHome is proud to announce our newest addition to the franchise, **NextHome North Shore Realty**, located in Salem, Massachusetts.

The brokerage joins the growing NextHome franchise that currently has 619 active office locations across the country.

NextHome North Shore Realty offers clients access to unparalleled area knowledge, driven associates, and client-centered service. Powered by exceptional negotiators, the brokerage offers expertise in condos, townhomes, single family, and all other types of residential real estate.

NextHome North Shore Realty serves clients throughout Salem, Danvers, Boston's northern suburbs, and the remainder of Essex and Middlesex counties.

NextHome North Shore Realty is owned by North Shore native Kimberly O'Donnell.

With a deep love for the region, Kimberly is dedicated to serving the community's buyers and sellers.

"This area has it all, from amazing maritime history to beaches and museums; it's no wonder that tourists flock here," Kimberly said. "It has so much history and it's a community I feel very connected to."

In 1994, Kimberly obtained her real estate sales license while working for a local bank.

After a short time selling with a national franchise, Kimberly pivoted into a career in corporate America. For the next several years, Kimberly worked for law and accounting firms, becoming the company's Director of Internal Finance.

While juggling a demanding career, Kimberly went back to school and earned a university degree in Business Management.

"I loved the ethics and business development courses and knew I wanted to open my own small business one day," Kimberly said.

In 2014, a restructuring in her accounting company pushed Kimberly back into real estate.

"And I've never looked back," Kimberly said. "This is such a rewarding career."

Kimberly joined a small local brokerage and quickly became the office's no. 1 salesperson. Kimberly's level of trust was so unparalleled that clients would ask her to represent both the sale of their family home and find them the perfect condo or townhome to purchase.



“It’s a privilege to be trusted enough to represent someone through multiple transactions,” Kimberly said.

Kimberly’s success skyrocketed, giving her the opportunity to expand her business to Florida. Now licensed in four states, including New Hampshire and Rhode Island, Kimberly developed expertise in property management. With a portfolio of 300 properties, Kimberly became well-versed in rentals, foreclosures, flips, and investments.

However, her hometown called. In 2019, she became an independent broker serving the Salem area.

As an independent office, Kimberly craved the technology and support that comes with a franchise. However, she didn’t connect with any of the major brands.

That is until NextHome came along.

“I connected with another NextHome Broker in my area and he had great things to say about the franchise,” Kimberly recalled. “NextHome offered a collaborative rather than competitive culture, in addition to all of the systems and technology I was needing - all for an affordable investment. From there, opening my own NextHome franchise became a no-brainer.”

Today, NextHome North Shore Realty is elevating real estate service through unparalleled area expertise, and a steadfast commitment to client success.

“I will hold your hand every step of the way, and passionately advocate for the things you need,” Kimberly said.

Kimberly offers exceptional negotiation skills and a drive to see her clients achieve their dreams.

“My clients know that they are safe with me,” Kimberly said. “From beginning to end, I am their advocate.”

Please join us in congratulating Kimberly on the opening of NextHome North Shore Realty in Salem, Massachusetts!

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.

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.

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