



Press Release

October 20th, 2023

NextHome Southern Charm Opens in Louisville, Kentucky

Newest brokerage combines client-centered service with cutting-edge technology

Pleasanton, CA — October 20, 2023 — NextHome is proud to announce our newest addition to the franchise, **NextHome Southern Charm**, located in Louisville, Kentucky. The brokerage joins the growing NextHome franchise that currently has 608 active office locations across the country.

Conveniently located in Kentucky’s most attractive population center, NextHome Southern Charm serves clients throughout the Louisville area including Jefferson, Oldham, Bullitt, and Shelby counties.

NextHome Southern Charm is owned by Jessica O’Daniel, a high-achieving real estate professional and Louisville native.

As a broker/owner, Jessica is looking forward to offering residential buyers and sellers exceptional experiences, backed by industry leading marketing.

As the daughter of a contractor, Jessica’s early years were spent watching homebuilding happen. In 1999, Jessica partnered with a Louisville-area home builder as a sales agent. For the next four years, she sharpened her skills in new home sales.

In 2003, Jessica expanded her opportunities by partnering with local brokerages. Throughout the next decade, Jessica would help clients achieve their home buying dreams - whether that meant relocating, investing, downsizing, or buying a home for the first time.

Jessica’s high standard for client care led to numerous production and customer service awards throughout the years. Despite all the accolades, Jessica’s proudest accomplishments are the relationships she has built.

“What I love most about my career are the people and the relationships I have made along the way,” Jessica said. “Putting humans over houses has always defined the way I serve my clients.”

After obtaining her broker’s license in 2019, Jessica stepped into a leadership role with her office. Then, in 2023, Jessica started the process of opening her own independent brokerage.

However, the process of finding, vetting, and integrating all the different technology and marketing pieces was both expensive and overwhelming.

That’s when Jessica discovered NextHome.

“A real estate company that is able to seamlessly blend a great culture with cutting-edge technology and marketing is unheard of,” Jessica said. “When I discovered NextHome, it took this weight off of me. NextHome has everything that I felt was critically missing from my brokerage.”



Today, NextHome Southern Charm is serving clients with Jessica’s signature blend of enthusiasm, compassion, and tenacity.

“My clients tell me they love that I am with them throughout every step of the process,” Jessica said. “I am definitely a tireless advocate for my client’s needs, and I will always work hard for them.”

As NextHome Southern Charm continues to grow, Jessica is looking to partner with other knowledgeable agents who enjoy putting their clients first.

“Our talented agents have access to the best marketing and training in real estate,” Jessica said. “In addition, each agent gets all the benefits of a big brand, plus the backing of a great, people-focused culture.”

Jessica’s emphasis on putting people first is enhanced by cutting-edge technology that goes the extra mile for every client.

“Between the amazing property marketing and the tools at our fingertips, NextHome offers so many things that go above and beyond,” Jessica said. “There’s nothing left behind that we don’t offer, from virtual staging to custom websites and a concierge service for utilities after the client has purchased their home, and more. NextHome Southern Charm is ready to offer exceptional real estate experiences.”

As a lifelong Kentuckian, Jessica has a deep love for her community. In her valuable downtime, Jessica volunteers with the local Franciscan Kitchen, helping the homeless have access to nutritious food. She also partners with local organizations to collect coats and blankets for the homeless. In addition, NextHome Southern Charm is looking forward to supporting the non-profit organization “My Dog Eats First.”

“Often when someone who is homeless receives food, they take care of their companion dog first,” Jessica explained. “We hope to raise money for high-quality food products to be distributed for special dogs, which are often the most stable and supportive parts of a homeless person’s life.”

Jessica is the proud owner of two dogs - Sawyer and Sully. Sawyer is in the process of finishing his certification as a trained therapy dog.

Jessica and her husband Patrick have been married for 26 years and are the proud parents of two grown children, Lily Grace and Harrison. When she isn’t helping clients, Jessica enjoys being on the lake, snow skiing, and playing tennis.

Please join us in congratulating Jessica on the opening of NextHome Southern Charm in Louisville, Kentucky!

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 615 offices and 5,600+ members across 48 states. The company closed over 33,000 transactions in 2022 worth over \$11.6B in volume.

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