



Press Release

January 18th, 2024

NextHome Realty Connection Launches Third Office in Oregon

Under the leadership of residential specialist Marianne McNally, Salem office offers regionally unparalleled relocation expertise

Pleasanton, CA — January 18, 2024 — NextHome is proud to announce **NextHome Realty Connection's** continued expansion with a third office located in Salem, Oregon.

The brokerage builds on the success of NextHome Realty Connection's flagship locations in Hillsboro and Portland, Oregon. These offices have been providing expert guidance to area buyers and sellers since 2015 and 2022.

Conveniently located at 120 Salem Heights Avenue South, NextHome Realty Connection (Salem) offers expertise in farm, acreage, rural, residential, and multi-family real estate.

With this addition, buyers and sellers throughout Salem, Keizer, Albany, Lebanon and Corvallis gain additional access to a network of knowledgeable professionals who are passionate about real estate service.

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

NextHome Realty Connection is owned by high-performing real-estate professional Steve Roesch. Portland native and renowned residential specialist, Marianne McNally, will lead the growth of the Salem office as its manager and principal broker.

"Marianne is entrenched in the Salem market and offers extensive experience," Steve said. "We are remarkably lucky to benefit from her expertise and I am thrilled to see the difference she makes in the Salem market as the leader of this office."

Born and raised in the Portland area, Marianne obtained her real estate sales license in 2000. After 13 years with Prudential, Marianne moved to a boutique brokerage where her sales career continued to expand.

Moving to another boutique brokerage, Marianne became a managing principal broker for the next seven years.

Then, in 2021, her niece Sarah Malarkey (an agent at NextHome Realty Connection) introduced her to NextHome.

"It didn't take much convincing to become a NextHome agent," Marianne said. "This company has a remarkable culture, and Steve created something exceptional with NextHome Realty Connection. It was different from anything I had experienced over the past several years. NextHome reminded me of the things I loved most about real estate, and the growth I was missing out on. It was the perfect fit."

For the next two years Marianne continued to build a remarkable career with NextHome.



Marianne’s unparalleled expertise in relocations led to a leadership role with Oregon’s Residential Real Estate Council. In this role, she helped real estate leaders grow their CRS designations in their areas.

Eventually, Marianne became the State President for CRS in Oregon. Two years later, she became the regional Vice President for CRS with responsibilities in Washington, Oregon, Idaho, and Alaska.

“Many people are downsizing or right-sizing, and I have a talent for helping people in that stage of life,” Marianne said.

Steve has been a real estate professional since 1996, excelling at both nationally franchised brands and local independent firms. Increasing year over year, Steve’s team reached 300 transaction sides closed by 2006. As his career evolved, Steve began to focus on investment strategies and joined North Point Real Estate Investment Services as a market advisor.

In 2009, Steve embraced a new role as a productivity coach for Keller Williams. While in that role, he led dozens of agents down the path to greater productivity.

Then, in 2015, Steve heard his good friend, Keith Robinson, announce he was joining the ground floor of a newly-launched real estate franchisor as the company’s Vice President of Strategy.

“I knew NextHome was the company I needed to affiliate with,” Steve said “The NextHome systems and tools allow me to run our brokerage as a boutique, yet have all the technology previously available only to expensive franchises.”

Today, NextHome Realty Connection is a regional resource for people seeking client-centered real estate services.

“NextHome Realty Connection stands out as a small, locally owned boutique company that partners with an outstanding national franchise,” Steve said. “NextHome supports our client-centered way of doing real estate through tools and technology that keeps up with the best of the brokerages out there.”

NextHome Realty Connection also offers unparalleled support for agents through a connected, knowledgeable, and available leadership team.

“Supporting our agents means more than just going out to lunch every so often,” Steve said. “To us, connection and support means being available with an answer whenever they have a question. Our agents have a team of five people they can keep on speed dial when they need help. By having exceptionally supported agents, our clients get the highest-quality service available.”

Please join us in congratulating Steve, Marianne, and the entire team at NextHome Realty Connection on the opening of their newest office in Salem, Oregon!

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 real estate franchise in the country in owner satisfaction, the NextHome franchise has 610 offices and 5,600+ members across 48 states. The company closed over 29,000 transactions in 2023 worth over \$10B in volume.

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