



Press Release

February 8th, 2024

NextHome Cape Fear Expands with Jacksonville Office

Pleasanton, CA — February 8, 2024 — NextHome is proud to announce the expansion of **NextHome Cape Fear** with their acquisition of NextHome Built By Referral Realty in Jacksonville, North Carolina.

NextHome Cape Fear (Jacksonville) expands on the success of NextHome Cape Fear’s flagship location in Wilmington, North Carolina. The Jacksonville location serves a variety of residential real estate needs throughout Onslow, New Hanover, Brunswick, and Pender counties.

Through the collaborative expansion, clients will continue to have access to an exceptional team of talented real estate professionals.

NextHome Cape Fear (Jacksonville) is owned by Harold Chappell. The Jacksonville office will continue to be led by experienced NextHome agent and former owner, Karen Stewart.

As a high-achieving real estate professional, Harold leads an exceptional team of knowledgeable agents and management. Jennifer Pritchard is the company’s Sales Manager, Christie Ethridge the Office Manager, and Jesse Gultutz the IT Manager.

“We were thrilled when the opportunity came to blend our talents and expand NextHome Cape Fear,” Harold explained.

As the Jacksonville Broker-in-Charge, buyers and sellers will continue to have access to Karen, her talented team of agents, and their industry insights.

Karen began her career in real estate after spending decades relocating as a military spouse. Her drive to help others discover their perfect home prompted Karen to earn her real estate license in 2011.

After five years with a national firm, Karen had the opportunity to become a trainer and office manager at a family-run, independent brokerage. While there, she became the backup broker in charge and helped nurture agents to new levels of success.

In 2019, she discovered NextHome and accelerated her career.

NextHome had everything that the team was looking for: the streamlined tools, eye-catching marketing, and a nation-wide network of agents who share a common philosophy. NextHome had a culture that made sense.

“I love NextHome’s ‘Humans over Houses’ platform,” Karen said. “Whether agents or clients, we want people to be happy and succeed.”

Just a little over an hour away in Wilmington, North Carolina, Harold was also building a brokerage that put humans over houses.



Harold has been a successful real estate professional in North Carolina for almost three decades and was one of the first 100 people to open a NextHome franchise.

Harold has long had an entrepreneurial flair - it's been part of him all his life.

In 1987, he started Illumelex Corporation. The lighting company grew to serve over 30,000 retail stores in 26 states. As the CEO of the company, Harold understood the need for strong leadership, trusting your team and providing exceptional customer service.

After selling the company 10 years later, Harold's leadership skills built a thriving real estate business.

In his first 18 months as an agent, Harold's hard work and focus on quality relationships propelled him to the no. 2 agent in the 25-plus agent office.

Just four years later, Harold started down a path of successful brokerage ownership. Since the early 2000s, he has grown several offices from a handful of agents, to dozens of high-achieving professionals.

In mid-2015, Harold was looking for a modern brand and better technology for his agents.

NextHome was the perfect fit.

Since 2015, NextHome Cape Fear has been elevating real estate experiences throughout North Carolina.

"Our whole goal is to make it as easy as humanly possible for our clients," Harold said. "We are very talented at making sure each client has a tailored plan for their needs."

Eventually, Harold formed the Harold Chappell team. This group of 10 talented associates will continue to provide white glove real estate services for a variety of residential real estate clients.

Away from work, Harold's world is made richer by his wife, Inis, his son, Brian and daughter-in-law Mandi, and their three grandchildren — Jack, Molly, and Katherine. In their free time, they have a passion for gardening and traveling.

Harold also has a heart for helping others. In fact, he was a founding member of the board of directors of Welcome Home Angel, a local group that renovates children's rooms when they come home from a hospital. Harold currently serves on the board of directors for The National Disaster Relief Foundation, assisting NextHomies around the country when disaster hits.

Harold also enjoys time being involved with his church — Wrightsville United Methodist Church, along with taking part in other children's charities, as well as WARM.

Please join us in congratulating Harold, Karen, and the entire team at NextHome Cape Fear on their Jacksonville office expansion!



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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