



Press Release

March 29th, 2024

NextHome Up North Opens in Houghton Lake, Michigan

High-performing agent brings team to combine a boutique brokerage feel with unparalleled technology and marketing

Pleasanton, CA — March 29, 2024 — NextHome is proud to announce our newest addition to the franchise, **NextHome Up North**, located in Houghton Lake, Michigan. The brokerage joins the growing NextHome franchise which currently has over 600 active office locations across the country.

Located in a stunning resort town on Michigan’s largest inland lake, NextHome Up North serves clients throughout Houghton Lake, Prudenville, Roscommon, Higgins Lake, St. Helen, and the remainder of Roscommon County.

NextHome Up North offers local insights for those seeking second homes, luxury, relocations, first-time home buying, and all other types of residential real estate.

NextHome Up North is managed and owned by Ashley Boals. Ashley’s career as a REALTOR® representing clients will continue with longtime real estate teammate Bethanne Masse. Ashley is a high-producing real estate professional with an in-depth understanding of the region. Bethanne is a local real estate icon with a reputation for caring, client-centered service.

“You can’t go anywhere without someone knowing Bethanne,” Ashley said. “Her sales and negotiation skills are second to none, and she is so friendly you feel as if you’ve known her forever. I am thrilled that she supports me and is here to help me build NextHome Up North. Her extensive knowledge and experience in real estate are a huge asset.”

Both Bethanne and Ashley cherish deep ties to the Houghton Lake community.

The daughter of a contractor, Ashley has watched the resort town’s real estate market evolve since she was a child. Ashley obtained her real estate license in 2016 and began working with a local boutique brokerage.

“I enjoy learning each client’s story, and it is an honor to be a small piece of that story,” Ashley said. “Connecting with people and having a platform to serve my community is the best part of this job.”

After spending her formative years at a boutique brokerage, Ashley began working with a nationally franchised brand. Her sales reached new heights and in 2020, Ashley obtained her broker’s license.

Bethanne has been sharing her talent for real estate for more than 12 years. Local buyers and sellers know her as the person who is always up for a phone call or quick chat. Running an entirely referral-based business, Bethanne has earned Century 21’s highest production award possible every year since 2016.



Ashley and Bethanne crossed paths while working at the local Century 12 office and developed a good relationship. The duo have been working side-by-side since 2020.

“We really complement each other’s strengths,” Ashley said.

Looking to the future, Ashley wanted to create the perfect blend of boutique and nationally franchised firms. She had Bethanne’s support.

“We wanted all the tools and resources of a big franchise, but also something that had a family feel and emphasis on relationships,” Ashley said.

As the pair considered how to create something unique, Ashley discovered NextHome.

“Someone who I did a deal with years ago had become a NextHome agent and posted something online,” Ashley explained. “It caught my attention and I wanted to know more.”

For years, Ashley had been painstakingly developing her own back-end databases and systems. NextHome offered a streamlined solution for all of these time-consuming tasks through the kvCORE CRM.

All of NextHome’s included technology was underpinned by a family feel and emphasis on relationships.

“This is how I always wanted it to be,” Ashley said. “I learned that a franchise already existed that was everything I envisioned for myself and my clients.”

Today, NextHome Up North is a community-centered brokerage with industry-leading tools and technology.

“We prepare our clients for every step of the process,” Ashley said. “Our clients are led hand-in-hand through their purchase or sale with clear communication and an understating of their priorities.”

“We are local agents who know everything buyers want to know about the area,” Ashley added. “As NextHome Up North, we are excited to be known as your go-to community agents.”

Ashley’s love for her community extends to service on the Houghton Lake Community Schools Board of Trustees. She also leads the area’s Youth Basketball Association Board and coaches youth basketball alongside her husband Mike.

Mike, a local contractor, and Ashley have been married for 11 years and are the proud parents of three children: Abby (13), McKenzie (10), and Bryce (8).

“I love connecting to the community through both real estate and my kids’ sports,” Ashley said.

Please join us in congratulating Ashley and Bethanne on the opening of NextHome Up North in Houghton Lake, Michigan!



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 615 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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