



Press Release

April 3rd, 2024

NextHome Realty Now Opens in Ludington, Michigan

Through the expert guidance of longtime locals, NextHome Realty Now offers service that goes above and beyond

Pleasanton, CA — April 3, 2024 — NextHome is proud to announce our newest addition to the franchise, **NextHome Realty Now**, located in Ludington, Michigan. The brokerage joins the growing NextHome franchise which currently has over 600 active office locations across the country.

Conveniently located at 612 South Washington Avenue, NextHome Realty Now serves clients throughout Ludington, Pentwater, Hart, and the remainder of Mason, Oceana, and Manistee counties.

NextHome Realty Now offers a trusted resource for residential and commercial real estate, land development, relocation, second homes, investment opportunities, and more.

NextHome Realty Now is proudly owned by the husband-and-wife team of Kevin and Carrie Rae Bishop.

Kevin will lead the company's sales and recruiting, and Carrie Rae will oversee office administration and bookkeeping.

Kevin's extensive background in sales and real estate investing became the foundation for a thriving career as a REALTOR®. Prior to real estate, Kevin built a thriving sales career. He has been a licensed real estate associate since 2018 and obtained his Brokerage license in the summer of 2023.

After moving to Whiskey Creek in 2004, Kevin began the arduous journey of single-handedly building a log home from the foundation up. The home Kevin built is one of the family's proudest accomplishments.

In 2006, Kevin began flipping homes in the Ludington area. Because of these experiences, Kevin developed unparalleled expertise around property values and what's needed for good returns on investments.

Kevin combined his investment expertise with a talent for sales to become a trusted broker. His service level quickly built a reputation for skillfully guiding clients through the sale and purchase of their own properties.

Kevin and Carrie Rae have 50 investment properties of their own, and Kevin has guided clients through more than 115 successful real estate closings - all before taking their next big step in real estate.



"By the time I turned to real estate full-time, houses were something I knew inside and out," Kevin said. "I knew about mechanics, roofs, siding, gutters, remodeling kitchens and baths, and everything else that comes with the physical aspects of a home. I am happy to use that knowledge to guide people toward great properties, or away from bad investments."

As a full-time REALTOR®, Kevin has been building a reputation of integrity, truthfulness, and unparalleled expertise in the real estate field.

"Kevin is known in our area as more than a REALTOR®," Carrie Rae said. "He goes above and beyond to help people with every aspect of their land development or home purchase or sale. From beginning to end, he makes the process run smoothly for his clients."

As demand for his services grew, Kevin and Carrie Rae knew they needed a professional franchise partner to take their business to the next level. After interviewing a handful of franchises, they easily put their trust in NextHome.

"NextHome gave us everything we wanted," Kevin said. "We are so excited to dive into their training and marketing. Those support pieces position us really well to expand our business by generating more leads and recruiting great talent. What NextHome offers everyone is affordable and amazing!"

Today, NextHome Realty Now is a highly skilled and trusted resource that is sure to exceed expectations and serve every aspect of its clients' needs.

"It thrills me to help people have immediate equity in their homes," Kevin said. "I thoroughly enjoy pointing out minor adjustments that can instantly elevate their investments."

Whether looking for a first home, forever home, retirement paradise, or investment property, NextHome Realty Now offers the expertise and honesty that everyone wants.

Kevin and Carrie Rae have been married for 20 years and are the proud parents of their 13-year-old son, Sawyer. Together, the family enjoys spending time with their two Boston Terriers, Harmony and Virgo, visiting their parks and historical sites, boating, paddle boarding, golfing, fishing, swimming, and being active members of their beloved resort community.

Please join us in congratulating Kevin and Carrie Rae on the opening of NextHome Realty Now in beautiful Ludington, 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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