



Press Release

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NextHome The Agency Group Opens in Charleston Metro Area

After decades of local leadership, owner Lonnie Plaster is once again elevating real estate service in South Carolina

Pleasanton, CA — May 24, 2024 — NextHome is proud to announce our newest addition to the franchise, **NextHome The Agency Group**, located in Summerville, South Carolina. The brokerage joins the growing NextHome franchise which currently has over 600 active office locations across the country.

Conveniently located in the Greater Charleston Area (at 112 W. Doty Avenue, Suite C, Summerville, South Carolina, 29483), NextHome The Agency Group offers expertise in commercial and residential real estate through more than 60 high-performing agents.

Under the expert leadership of broker/owner Lonnie Plaster, NextHome The Agency Group is ready to provide unparalleled client service through relationship-based real estate.

NextHome The Agency Group evolved from an established Summerville Long & Foster Office that Lonnie was able to acquire after many years with the company. With decades of dedicated service, Lonnie has a strong track record as an industry veteran, turning new ventures into thriving businesses. His deep connections in the local community position him as an excellent leader.

“I am excited to elevate our already amazing office culture, engage with the community, and become even more focused on the people who buy and sell houses,” Lonnie said. “We are looking forward to creating a very special place for agents and our community.”

Lonnie has been a leader in area real estate for more than 30 years. Throughout his career, he has built a reputation as a trusted resource for clients, and a proven mentor for agents.

Growing up in the Warrenton, Va., area, Lonnie studied finance at Radford University. After obtaining his real estate license right out of college, Lonnie built a thriving property management and real estate sales business.

Cowne, Odend'hal & Plaster opened in 1999 and Lonnie's talent for agent development helped the business thrive.

In 2004, Long & Foster bought his company and Lonnie began managing multiple Long & Foster offices in Northeast Virginia.

Lonnie's talents for business development and agent support led to a role as Senior Vice President and Regional Manager for Long & Foster's South Carolina Region.



Throughout his career, Lonnie has launched numerous programs in direct response to agent needs. In just one example, his Agent Service Group provided industry-leading marketing and transaction management support to agents directly.

When Lonnie had the opportunity to acquire the Summerville-based Long & Foster office in 2024, he was excited about the opportunity to convert it into a NextHome franchise.

“I was looking for a back office solution and didn’t want to start from scratch,” Lonnie said. “I started researching different alternatives and discovered [The Real Estate Insiders Unfiltered](#) Podcast with NextHome’s James Dwiggin and Keith Robinson. Their authenticity and fearless approach to leadership were refreshing. I felt like NextHome not only knew the market, but they were also innovative and forward-thinking. These aspects really appealed to my existing agents, and helped me know that NextHome was the right franchise partner.”

Today, Lonnie is leading an office of more than 60 experienced agents into the future through NextHome’s innovative approach to real estate.

“NextHome is forward-thinking, and always looking for ways to do things better,” Lonnie said. “Through their client-centered approach, they are meeting the consumer where they are and that is the foundation for a strong business.”

NextHome The Agency Group now combines innovation with unparalleled area expertise to create unforgettable client experiences.

“We have on our team some of the most experienced agents and teams in the entire Charleston real estate community,” Lonnie said. “These high-achieving professionals have been doing business in Charleston for 20-30 years. Through their expertise, we can provide incredible service. Each person is very customer-service oriented and we care about providing professional service.”

As a leader in his field, Lonnie has shared his talents on numerous real estate boards and associations on the national, state, and local level. In his spare time, Lonnie enjoys traveling and experiencing different countries and cultures.

Please join us in congratulating Lonnie and the entire team at NextHome The Agency Group on the opening of their office in Summerville, South Carolina!

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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