



Press Release

May 2nd, 2025

NextHome PNW Realty Opens in Arlington, Washington

Newest brokerage leverages Melanie Maddy's wide-ranging local real estate expertise with industry-leading technology.

Pleasanton, CA — May 2, 2025 — NextHome is proud to announce our newest addition to the franchise, **NextHome PNW Realty**, located in Arlington, Washington. The brokerage joins the growing NextHome franchise that has more than 600 active office locations across the country.

Located just 40 miles north of Seattle, NextHome PNW Realty serves clients throughout Arlington, Marysville, Lake Stevens, Stanwood, Camano Island, Everett, Lynnwood, and the remainder of Snohomish County.

NextHome PNW Realty is the natural evolution of local real estate icon Melanie Maddy's years of area expertise. As a NextHome franchise owner, Melanie combines almost three decades of real estate experience with NextHome's unparalleled technology and marketing. This powerhouse combination provides local clients with exceptional representation for all types of residential transactions including investment, farm, vacant land, condos and townhomes, relocation, and more.

Melanie's love of real estate began at a young age. Growing up, her family was often renovating one of Snohomish County's beautiful historic homes. At just 18, Melanie became a first-time homeowner.

Those foundational experiences helped launch a career that spanned property management, lending, investment, land acquisition and development, historic renovations, fix-and-flips, and more.

With experience across almost every corner of real estate, Melanie brings a wealth of knowledge to her new brokerage.

"I've helped clients navigate the full spectrum of real estate," Melanie said. "But the one thing that never changes is that clients need someone they can trust. My clients know they can count on me—not just for experience, but for follow-through."

Melanie's most enduring trait throughout her years in real estate is unflinching hard work. In the midst of the early 2000s housing crisis, Melanie pivoted to property management, and launched her own company—Pacific Northwest Real Estate Services.

Through numerous struggles, Melanie persisted—driven by a care for her clients.

"Awards and sales volumes are great, but the ability to keep going—that's what I'm most proud of. At 60, Melanie started another company with zero homes under management and currently continues to grow the property management business. It just proves it's never too late to go after your goals."



Melanie's property management company thrived through her integration of seamless systems and technology. Melanie began looking for franchises that could offer that same level of system support and cutting-edge technology on the real estate sales side of her business.

"I wanted to align with a company that combines innovation, technology, and community all into one," Melanie said. "NextHome checked every box,"

Today, NextHome PNW Realty offers next-level innovations for Melanie's clients and future agents—more support, more tools, and more value.

"People think small towns don't need big marketing. But every client deserves the best, no matter the market size. With NextHome, I can market listings with the kind of polish and professionalism you usually only see in big cities."

With Melanie's insights, and NextHome's exceptional franchise support, NextHome PNW Realty is leading real estate into the future in Snohomish County.

"At the end of the day, if someone only remembers one thing about NextHome PNW Real Estate, I want it to be this: we're a brokerage built on integrity and trust. That's what matters most."

When she's not helping clients or mentoring agents, Melanie is all about family. Melanie Lives on Camano Island with her husband Gary and German Shepherd Bella, along with our big family we have worked hard to create a life we love

Please join us in congratulating Melanie on the opening of NextHome PNW Realty in Arlington, Washington!

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 franchise in the country in owner satisfaction, the NextHome franchise has over 600 offices and 6,000+ members across the country. The company closed over 30,000 transactions in 2024 worth over \$11B in volume.



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