



Press Release

NextHome, Inc., Announces a New Real Estate Franchise Brand

PLEASANTON, CA — October 6th, 2014 — Today, NextHome, Inc. officially launched a new residential real estate franchise brand called NextHome. This new brand joins the established brand, Realty World Northern California and Northern Nevada, whose assets the company purchased earlier this year.

The NextHome franchise is designed specifically for mid to smaller sized real estate brokerages across the U.S., which account for up to 84% of the residential real estate industry. NextHome, Inc. partnered with one of the most prestigious design firms in the world to create its brand identity and marketing as a fresh, modern, and consumer-oriented look. NextHome offers an all-inclusive technology platform and flexible franchise model, enabling members to choose from several different options, all designed to increase their profits and maintain success with changing market conditions.

“The residential real estate industry has enormous challenges ahead. We continue to be impacted by companies from outside our industry. With the average age of homebuyers and sellers getting younger, real estate companies must adapt and innovate to stay relevant. They must embrace change, and look for new ways to grow their businesses, while keeping overhead down,” said James Dwiggins, CEO of NextHome. “We see an enormous opportunity to help real estate brokers streamline their operations, reduce overhead, and become more consumer-oriented with their marketing, branding, and technology. NextHome is well positioned to help brokers and agents become the voice of real estate again.”

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About NextHome, Inc.

NextHome, Inc. is an independently owned company with a focus on changing the way consumers work with local agents and shop for real estate online. It owns the NextHome and Realty World Northern California & Northern Nevada franchise networks with over 180 offices and more than 900 agents. The company closes over 5000 transactions annually worth over \$2B in volume.

The names of actual companies and products mentioned herein may be the trademarks of their respective owners.

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