



Press Release
January 16, 2015

NextHome Inc., Announces First New Franchise In Hawaii

NextHome Pacific Properties will lead the growth in Maui, HI.

Pleasanton, CA— January 16, 2015 — NextHome is proud to announce expansion into the state of Hawaii with the addition of NextHome Pacific Properties.

Owned and operated by Principal Broker Steve Hogin and Vice President Rosie Hogin, NextHome Pacific Properties is dedicated to serving the needs of clients on the islands of Maui, Lāna`i, Moloka`i, and Hawai`i .

The brokerage has been a staple of the Maui real estate community since 1984. For over 30 years, the office operated as an ERA Franchise office before making the switch to NextHome in January 2015.

With nearly 50 agents, the brokerage is poised for a significant increase in production and visibility in 2015. Over the past 12 months, NextHome Pacific Properties closed more than 120 transactions making it one of the most productive offices in the state of Hawaii.

With the assistance of Broker In Charge and head of the company's social media Joe Hogin, the company prides itself on being a 100% family-owned business that treats all of its agents like extended members of the Hogin family.

“We believe in treating people with respect and I believe that’s why agents love working at our office,” said Steve Hogin. “It’s a family tradition that we incorporated into our business and I think it’s appreciated by all. We have agents that have been at our brokerage for over 30 years. Treating people fairly and like family is a win-win for everyone.”

After 30 years under the ERA franchise brand, it was NextHome’s forward-thinking and fresh approach to real estate that caught the eye of the Hogin family.

“I remember finding the NextHome.com website and just being blown away,” said Joe Hogin. “It was everything that I would want in a franchise. The technology. The freshness. The enthusiasm of the NextHome team. I was hooked.”

“When Joe brought NextHome to our attention, I was extremely impressed at the investment that NextHome has made towards technology,” said Rosie Hogin. “Thirty years is a long time to



be recognized as a particular brand, but in order to stay current, fresh and relevant, it was time for the change. We couldn't be more excited to be a part of the NextHome family."

"When I first met with Joe & Rosie I knew it was going to be a perfect match," said NextHome's Vice President of Sales Charis Moreno. "We had the tools and technology and they had the desire for something fresh and innovative. In life, and especially in business, forcing anything is never a good thing. Since the moment we spoke to each other, the pieces have fallen so easily and seamlessly into place that it feels like we were destined to work together. As the largest franchise company to join us thus far, I am honored to be working with such an amazing and experienced group of agents."

We are proud to welcome Steve, Rosie, Joe and the rest of the team to NextHome!

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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.

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