



**Press Release**  
**March 31, 2015**

## **NextHome Continues National Expansion into Michigan**

*NextHome Edge announced as first brokerage in Michigan*

**Pleasanton, CA — March 31, 2015** — NextHome is proud to announce our newest addition to the franchise, **NextHome Edge** - our first franchisee in the state of Michigan.

Owned and operated by a trio of business partners Jeff Scott, Kathy Roza, and Brad Sandberg, the brokerage is dedicated to serving the needs of clients in Detroit, Downtown Plymouth, Northville, Dearborn, Dearborn Heights, Redford and the rest of Southeast Michigan.

NextHome Edge is a continued business venture created by the three partners in addition to their already extremely successful real estate property management company, Michigan Management. The Plymouth-based property management company is in charge of managing over 700 units monthly and built this business in just four short years.

With Sandberg as the leasing agent, Scott handling the marketing, and Roza as the manager, the three business owners met while working on the same management project.

They clicked instantly.

“We knew that all three of us had the same drive and found our style of work flow to be alike. It was natural for us to partner up and see what we could create together,” said Roza.

Originally wanting to focus strictly on property management, the partners were content to refer out business to real estate agents when it came time for their property owners to sell their property or acquire a new one.

But as the years continued, the service level from the agents in the local area became more and more frustrating to the partners. Calls were not returned. Promises went unfulfilled.

“We were disappointed in what we experienced,” said Scott. “We delivered a great experience as the property owner’s management team, but couldn’t find committed agents to deliver the same experience when it came time to sell or buy a house.”

“We knew that we could deliver a great client experience better than any existing agent in our market. We knew it was time to open our own real estate sales brokerage,” said Roza.



As a talented group of Gen X'ers, the partners knew they wanted to work with a franchise they could believe in and resonate with their team. After looking at many options, they became disenchanted with the idea.

“To be honest, I found other franchise models to be boring,” said Scott. “I didn’t see much difference between them. They all seemed cookie-cutter and none of them really stood out.”

Enter NextHome.

“As a Gen X'er, I love the fresh, new look that NextHome brings,” said Roza. “There’s nothing like this in our market. With the high focus on tech and bringing tools to our brokerage that no other franchise can match, in addition to our commitment to a great client experience, NextHome Edge will be unlike anything the Detroit market has ever seen.”

“NextHome launching in the Detroit Michigan market is very exciting for us,” said NextHome’s Vice President of Sales, Charis Moreno. “The Detroit market is considered one of the most volatile real estate markets in the US and has always been very unpredictable. Having well over 20 years of real estate experience, Jeff Scott, Kathleen Roza and Brad Sandberg will bring an amazing opportunity to the Detroit market place.”

“Having a successful property management company enables them to take their clients from renters to homeowners and ensuring they are taken care of in each phase of their real estate needs. Having the tools and integrated solutions that we provide will certainly give them the edge they need to accomplish their goals and satisfy their clients. We are excited and lucky to welcome them to the NextHome family.”

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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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**For more information, press:**

Christine Dwiggin  
415-595-8787  
Christine@nexthome.com



**For more information, sales:**

Charis Moreno  
925-271-9102  
Charis@nexthome.com

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