



Press Release
April 9, 2015

NextHome Adds New Franchisee – NextHome Cedar Street Realty

Roseville, CA brokerage focused on servicing Sacramento and Placer Counties

Pleasanton, CA – April 9, 2015 – NextHome is proud to announce our newest addition to the franchise, **NextHome Cedar Street Realty**.

Owned and operated by a trio of business partners Amy Rivers, Sherry Montalvo, and Judy Carter, the Roseville, California-based brokerage is dedicated to serving the needs of clients in Roseville, Rocklin, Auburn, Lincoln, Fair Oaks, El Dorado Hills, Placerville and the rest of Sacramento and Placer counties.

The idea of starting their own real estate brokerage formed while the three partners found themselves each running a branch office of an existing Sacramento real estate brokerage over the past two years. Rivers ran the Rocklin branch, Carter led the Roseville division, and Montalvo operated the Folsom office. While they were minority partners in each of their respective offices, they knew that had to be a better option.

“As minority partners of our existing branches, we were unable to make decisions that allowed us to put our influence into how we believed a brokerage to be run,” said Montalvo. “By partnering together, we knew we could not only accomplish more, but we could also run our brokerage the way that we believed would be a win/win for us, as well as the agents.”

“With all three of us as real estate practitioners, we wanted to lead a brokerage where the agent was treated fairly, held accountable, and help that agent reach their goals,” adds Carter. “We knew that all three of us brought different strengths to the brokerage. Our collaborative efforts would create an office that agents would be proud to be affiliated with.”

They were going forward confidently as a boutique brokerage that would focus on a higher level of service – for both the real estate client *and* the agents that would assist them with their sale or purchase.

“I started my career in 2010 with a large real estate franchise brokerage in Roseville. The resources were difficult to use, and as a new agent at that time, I became frustrated with not receiving the help that I needed,” said Rivers. “When I was fed up with not getting the help that I needed, it took me almost three weeks to be able to meet with the manager to let them know I was leaving. With almost 400 agents, I was one of many, and treated that way. I knew that if I ever had the chance to run my own brokerage, I would make sure that I treated agents better than what I previously experienced.”



After looking at several real estate franchise models, they were convinced that a franchise wasn't necessary. That was until a real estate colleague gave Rivers a call.

“My friend Melia Campbell told me about a new franchise that she recently signed with called NextHome. I really wasn't interested in looking at yet another franchise, but I reluctantly went to NextHome.com to check it out,” says Rivers. “I was blown away. It was a franchise focused on high quality standards, advanced technology for agents, and a leadership team that I respected. It was the exact type of company that I could see our brokerage aligning with.”

“We are fortunate to be starting NextHome Cedar Street Realty with nearly 20 agents that are committed to being professionals that are at the top of their game,” said Montalvo.

“Cedar Street Realty joining the NextHome brand gives us immediate market share. Our shared values and vision of what makes a successful company are aligned in a way that it made sense to partner,” says NextHome's Vice President of Sales Charis Moreno. “Amy Rivers, Sherry Montalvo and Judy Carter bring a long history of success and market dominance with over 120 transactions and 20 agents serving Roseville, Folsom, Rocklin and surrounding areas. We are excited and confident that combining NextHome's innovative technologies with their success, knowledge and local expertise will bring something to the market that no one has. I cannot be more thrilled to bring on this group to help represent the NextHome culture and brand.”

We are proud to have Judy Carter, Amy Rivers, Sherry Montalvo and the rest of the team at NextHome Cedar Street Realty as the newest members of the NextHome family!

Interested in being a part of the NextHome Real Estate Franchise? Contact VP of Sales Charis Moreno at Charis@NextHome.com.

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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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