



Press Release
April 16, 2015

NextHome Adds New Franchisee in New Jersey – NextHome DiGeronimo Realty

NextHome expands into New Jersey with the state's first franchise

Pleasanton, CA— April 16, 2015 — NextHome is proud to announce our newest addition to the franchise, **NextHome DiGeronimo Realty**. The brokerage is the first NextHome franchise in the state of New Jersey.

Owned and operated by 25-year real estate veteran, John DiGeronimo, the Montclair, NJ-based brokerage is dedicated to serving the needs of clients in Montclair, Verona, Cedar Grove, The Caldwelles, West Orange, Bloomfield and the rest of Essex County. Located just 14 miles west of New York City, the brokerage is positioned to help potentially millions of residents in the densely populated area.

DiGeronimo started his real estate career in 1991, working for several different brokerages over the course of 20 years. His expertise came in many different forms of successful real estate sales - including the sale of an entire subdivision of homes in 2005. It was during that time, he recognized clients needed more marketing, branding, and exposure of their listings than he was able to provide at any of his previous companies.

“When the market shift happened in 2007-2008, I had to position myself with the ability to be flexible to my clients’ needs,” said DiGeronimo. “I knew that change was required in order for me to control all marketing and the service level I could provide my clients. I couldn’t do those things under my previous company. It was time to open my own brokerage”

In 2010, DiGeronimo opened his own boutique brokerage, *DiGeronimo Realty*. It was there when he added secondary services such as property management, real estate development, and working with high-level investors to his traditional real estate sales.

Staying as an independent brokerage allowed DiGeronimo the ability to control his own destiny. Working with clients and helping them find the home of their dreams is still a great joy to DiGeronimo – even after 25 years. He did understand that in order to grow his company, DiGeronimo needed to add additional tools that a real estate franchise provides.

“I spent nearly four years researching different real estate franchises,” said DiGeronimo. “No matter what the company called themselves, I found the same cookie-cutter franchise. Same tools, same marketing, same high cost fees. I was looking for something that allowed me to have the flexibility for my clients, yet provided serious value for agents that worked for my brokerage. After wasting years looking for the right franchise model, I was done looking and realized that maybe a franchise wasn’t a good option for my brokerage.”



In December 2014, DiGeronimo was working online when he decided to Google search the term *real estate franchise*. That's where he found NextHome.

"From the moment I clicked on the link, I was intrigued by the look of the brand. The clean design. The high-quality website. It really wowed me," said DiGeronimo. "Once I started digging deeper, the tools and systems, the support, and the inexpensive cost to have all these benefits was exactly what I spent years looking for. As a small brokerage owner, I couldn't have asked for a better match."

"We are incredibly fortunate to have someone of John's caliber as NextHome's first franchisee in New Jersey," said NextHome's Vice President of Sales, Charis Moreno. "Since getting to know John, his dedication to the real estate industry, as well as his commitment to his family, is a balanced life that he should be proud of. As our company grows nationwide, having quality brokers like John strengthens our organization's commitment to becoming the premier national real estate franchise."

We are proud to have John DiGeronimo, his agents, and NextHome DiGeronimo Realty as a part 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.

Each office is an independently owned and operated business.

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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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