



Press Release
April 27, 2015

NextHome Adds New Franchisee in Dallas – NextHome CityModerne

NextHome expands into Texas with the state's first franchise

Pleasanton, CA – April 27, 2015 — NextHome is proud to announce our newest addition to the franchise, **NextHome CityModerne**. The brokerage is the first NextHome franchise in the state of Texas.

Owned and operated by three partners Brandon Rodriguez, Randy Mann, and Tyler Rodriguez, the Dallas-based brokerage is dedicated to serving the needs of clients in Dallas, Highland Park, Garland, Plano, McKinney, and the North Texas area. With the Dallas-Fort Worth-Arlington area being the fourth most populated area in the United States with nearly 7 million residents, NextHome has now entered one of the largest cities in the country.

Starting his real estate career in 2003, Brandon Rodriguez quickly immersed himself into his new venture. He joined a large, successful independent brokerage that had a lot of veterans, but no one to mentor a newer agent like himself.

“I remember the feeling of being lost in the shuffle,” said Brandon Rodriguez. “I realized that there was no assistance, no mentoring, and no training. It was so frustrating because I put in a lot of effort to try to be successful, but no one was there to help me. I knew that if I were to ever own my own brokerage, I would make sure to help those that needed it.”

He left that brokerage six months after starting and went on to begin a successful sales career. His dedication to working long hours, his commitment to new technology and his personal connection with his clients is what set Brandon apart from his competition.

Using advanced technology was an important factor for Brandon, so much so, that he was the winner of the National Association of REALTORS® Center for Real Estate Technology Award in 2009 and was the first agent in the United States to receive this honor.

Later in 2009, Brandon decided to get his broker's license and open his own brokerage – *Brandon Michael & Associates*. It made sense to do so, since he wasn't satisfied with his previous company's tech abilities and focus on creating a great client experience.

As his brokerage business grew, Brandon added two new partners to the company – high school friend Randy Mann and Brandon's husband, Tyler.

The three business owners had their own focus on unique parts of the brokerage. Randy handled the accounting and financial portion of the business. Tyler handled all marketing for their



listings, and Brandon worked with the buyers and sellers. This led to turning what was a small brokerage into a booming business.

In January 2015, Brandon was working online late at night, and did a Google search *real estate franchise*. That's where he found NextHome.

"Let me start with the feeling that I got from the second I started researching the NextHome brand," said Brandon. "You could tell that there was a lot of care and thought put into the development of the brand and of the company. As I dug deeper into the company and found out more about the team and the philosophy behind NextHome's value proposition, it totally aligned with the way we developed our brokerage."

"When we saw the affordable option to franchise with NextHome, the matching values between our company and the franchise, and the technology focus, we knew it was the right fit," said Tyler.

"We are incredibly excited to have Randy, Tyler and Brandon join our franchise," said NextHome's Vice President of Sales, Charis Moreno. "Adding a technology-focused brokerage such as NextHome CityModerne makes us even more confident that we have the tools necessary for today's real estate agent to be successful. Add in the fact that the brokerage is in one of the largest cities in the United States, we couldn't have started with a better team to open our first NextHome brokerage in Texas."

We are proud to have Brandon, Tyler, Randy and their agents, and NextHome CityModerne 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.

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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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