



Press Release
May 11, 2015

NextHome Adds New Franchisee in Florida – NextHome Discovery

NextHome expands into Florida with the state's first franchise

Pleasanton, CA— May 11, 2015 — NextHome is proud to announce our newest addition to the franchise, **NextHome Discovery**. The brokerage is the first NextHome franchise in the state of Florida.

Owned and operated by 13-year real estate veteran Anand Patel, the Tampa-based brokerage is dedicated to serving the needs of clients in Tampa, St. Petersburg, Clearwater, Brandon, Wesley Chapel, Tampa Heights, Seminole Heights and the rest of Hillsborough, Pinellas and Pasco Counties.

Encouraged by his father, Patel started his real estate career in 2003 focusing on commercial real estate and development. Spending the next six years in this specialty, he was able to develop many strong business relationships with engineers, developers, builders, and attorneys.

In 2009, Patel made the move to lead and broker a division of the national real estate brokerage, *Elite REO*. During this time, he led 50 agents in three states: Florida, Georgia and Tennessee. Patel's work as a master recruiter, manager and motivator gained him respect within the real estate industry throughout the Southeast.

"I have always enjoyed building and creating relationships with agents," said Patel. "It was only natural for me to move from active sales into leadership. I especially enjoy watching other's succeed and change their lives for the positive."

After four years leading that group, Patel had a mindset change that ultimately led him to start his own brokerage in 2012— *Pangea Realty Group*.

"I wanted to lead others with a different style than was asked of me by my previous company," adds Patel. "Instead of getting more agents, I wanted to make the agents we already had more productive."

Reintroducing passion to his work, Pangea Realty Group grew quickly under the guidance of Patel, and he was able to continue selling commercial while growing the residential brokerage.

Even as a busy commercial REALTOR® and brokerage owner/operator, Patel still found time to give back to the real estate community.



Patel served as one of the founding members of the Greater Tampa Association of REALTORS® Young Professional's Network. He served as a Florida REALTORS® State Director in 2012 and as a director on his local board from 2013-2014. Patel was a member of the 2014 State Strategic Planning Committee and currently serves as a guest blogger on behalf of the National Association of REALTORS® YPN Lounge. Patel was the guest editor for REALTOR® Magazine in June 2012.

In June 2014, Patel was introduced to the idea of NextHome during a Florida REALTORS® YPN event in Orlando, FL by NextHome's Vice President of Business Development, Imran Poladi.

"Imran was the keynote speaker at our event, and I found him engaging and a great business mind," said Patel. "After the conference, I had some time to spend with him and we talked a little bit about the new franchise his team was launching called NextHome. While it seemed to be a great concept, I wasn't interested in joining a franchise at the time."

Over the next few months, Patel continued to monitor NextHome and saw the impressive national growth, industry recognition and development of the brand. His interest turned into researching the company more in depth, which eventually led him to realize NextHome shared a lot of the same concepts and ideals he had for his brokerage.

After speaking with NextHome CEO James Dwiggin, Patel knew joining NextHome made sense because of NextHome leadership's passion to lead change within the industry. The idea of agent quality and productivity trumping agent count was one that really resonated with Patel.

"As a broker/owner of my own business, I always felt the responsibility to make sure my agents weren't distracted by the 'noise' in our industry," said Patel. "NextHome made sure to partner with some of the best vendors in the real estate industry and helped the agent be more productive rather than leaving them to find products that would help them be more successful. It's exactly how I ran my brokerage. In addition to the leadership team's quality, the clean, fresh look, and cutting edge technology, I knew joining the NextHome franchise would be the best step for my brokerage, my agents and most importantly - our clients."

"When I first spoke to Anand, I could tell that he was well-versed when it came to real estate technology," said NextHome Vice President of Sales, Charis Moreno. "With each ensuing conversation with Anand, he and I both came to realize that we have the same vision when it comes to incorporating high-level technology within the real estate industry. Anand is focused and dedicated to providing the very best to his agents. I speak for all of us at NextHome in saying that we are all ecstatic to have him and his agents leading the charge in Tampa."

Anand launches NextHome Discovery with nine agents and staff, and is committed to growing the company to better serve his community. When not running his brokerage, he loves spending time with his wife Pinal, his daughter Naya (age 6) and his son Jaiden (2).



We are proud to have Anand and NextHome Discovery 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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