



Press Release
May 19, 2015

NextHome Adds New Franchisee in Ventura County – NextHome Terra

NextHome continues expansion in Southern California with second Ventura County brokerage

Pleasanton, CA— May 19, 2015 — NextHome is proud to announce our newest addition to the franchise, **NextHome Terra**. The brokerage is the third NextHome franchise in Southern California and second in Ventura County.

Owned and operated by 30-year real estate veteran Larry Nease, the Simi Valley-based brokerage is dedicated to serving the needs of clients in Simi Valley, Moorpark, Camarillo, and the remainder of Ventura County. The brokerage will offer residential and commercial sales, as well as property management services.

Licensed in 1986, Nease started his career as a Southern California commercial agent specializing in high-rise office buildings. One of his most notable commercial transactions involved a high profile, historic building, 1000 Wilshire in Downtown Los Angeles known as the *Wedbush Center*. This building sold for over \$150 million dollars.

As Nease continued to move in the direction of residential sales, he made the decision to step into leadership. He took on the role of sales manager for *Coldwell Banker* in Simi Valley. During his four years as manager, his duties included recruiting top agents, retaining them with great leadership, and helping agents increase production year over year.

In 2007, Nease made the decision to go out on his own and created *Terra Homes and Estates*. This boutique brokerage started with just Nease and his assistant, Clara Kuo. Kuo, who is fluent in Chinese, was influential in creating Chinese investor opportunities for the brokerage. Today, nearly 85% of the company's purchase sales business comes from Chinese investors.

"I work with Chinese buyers that look to purchase and hold for long-term rentals," said Nease. "They look for all types of properties. Whether they be single family residences or multi-unit properties, I have been fortunate to earn their business."

With the increase of investor buyers, the business naturally led Terra Homes and Estates to open it's own property management division. Today, the brokerage oversees over 300 units monthly. Due to the incredible growth in both sales and property management, *Terra Homes and Estates* has nearly 20 agents to help with the business.

Nease found out about NextHome through the most traditional of ways – via a postcard.



“I received a card in the mail by NextHome about their real estate franchise model,” said Nease. “I usually throw those type of postcards away, but the look and quality of the postcard had me interested. I went to the website NextHome.com and was impressed by the entire look and feel of it. From the videos, the easy to understand charts and the bios of the leadership team... I wanted more information on what this franchise can do for my brokerage.”

“I want to move away from the ‘old school’ way of doing business that many other companies choose to operate in,” adds Nease. “I could go with one of the traditional franchises, but putting a new name on my company doesn’t mean that their way of doing business is effective. I’ve looked at what NextHome has to offer and I’m convinced that I have aligned with the right franchise.”

“Spending time with Larry has been a lot of fun,” said NextHome Vice President of Sales, Charis Moreno. “I quickly realized that while most real estate veterans with Larry’s experience tend to be slowing down their business, Larry is the complete opposite. His drive in working for his clients and his agents is incredible. We are very proud to add Larry and NextHome Terra to our company.”

Please join us welcoming in Larry and NextHome Terra 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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