



Press Release
May 26, 2015

NextHome Adds New Franchisee in Utah – NextHome Experts

NextHome continues national expansion with first franchisee in Utah

Pleasanton, CA— May 26, 2015 — NextHome is proud to announce our newest addition to the franchise, **NextHome Experts**. The brokerage is the first NextHome franchisee in the state of Utah.

Owned and operated by 22-year real estate broker/owner Derek Seal, the Lehi-based brokerage is dedicated to serving the needs of clients in the cities of Lehi, Heber, Park City, Salt Lake City, South Jordan, Draper, Murray and the counties of Salt Lake, Utah, Summit and Wasatch. The brokerage will offer residential and commercial sales, as well as property management services to one the fastest-growing areas of Utah.

Licensed in 1993, Seal has been one of the top performing brokers in the state of Utah. Averaging 40+ homes per year, his dedication to his clients has always been a top priority.

In 2009, Seal decided to open his own brokerage under the *Realty Executives* franchise brand. His office *Realty Executives Utah Experts* immediately became a force in his local real estate marketplace. Seal asks a lot of his agents, but his expectations come with his assistance to help them achieve their goals.

Those expectations have equaled significant results. In 2014, the five-agent brokerage sold 63 transaction sides and \$16.4 million in volume. Over the past five years, the firm has sold 600+ transactions with over \$100 million in sales volume. In a market where the average sales price of a home is just under \$235,000, Seal attributes those incredible numbers to the dedication of his team.

“I truly believe in our agents and the environment that we have at our brokerage,” said Seal. “I wanted to create a place where agents could be treated fairly, the people would be ethical and the focus was on the customer experience. I think we have created this and the agents have responded very positively.”

Over the past six months, Seal asked himself a few questions to determine the future of his small, yet successful brokerage.

“I had to think about what was important for my brokerage to stay on top,” adds Seal. “What do I value as the business owner? Is what I’m providing for my agents the best possible option for them to be successful?”



Seal decided that looking for a different franchise to partner with was the right decision moving forward.

Seal was introduced to the NextHome brand through a recent RIS Media Magazine article that featured the NextHome franchise.

“Successful businesses are often led by individuals with a story to tell,” explains Seal. “After reading the NextHome article, then doing more research about the company, I was compelled to seriously look at NextHome as an option for my brokerage. The story of NextHome and its development spoke to me. It’s a story that I want to be a part of. This is the chance to be part of the growth of what I believe is the franchise for today’s broker.”

Along with the back-story of NextHome and its inception, the fresh, clean look of the brand captured Seal’s attention. As a forward-thinking broker, he presented the NextHome franchise opportunity to his existing agents for their feedback.

Their decision was unanimous – align with NextHome.

“Getting a chance to meet Derek and find out how his core values align with ours really speaks to what a great fit this partnership truly is,” said NextHome Vice President of Sales, Charis Moreno. “As our NextHome franchise continues to expand nationally, it’s critical for us to have a core brokerage such as NextHome Experts leading expansion in the state of Utah. We couldn’t be more thrilled to have Derek as a part of NextHome”

Please join us welcoming in Derek and NextHome Experts 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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