



**Press Release**  
**June 23, 2015**

**NextHome Adds New Franchise in New York – NextHome Residential**

*NextHome expands into New York with the state's first franchise*

**Pleasanton, CA— June 23, 2015** — NextHome is proud to announce our newest addition to the franchise, **NextHome Residential**. The brokerage is the first NextHome franchise in the state of New York. NextHome Residential will be opening two new offices on July 1st, 2015.

The first office location will be based in Midtown Manhattan and will primarily provide services to the boroughs Midtown Manhattan, Brooklyn, and Queens. The second location, on Long Island's North Shore, will service Suffolk and Nassau Counties.

Owned and operated by business partners, Jeffrey Wade and Edward Hasicka, NextHome Residential will focus on residential sales, corporate relocation, and luxury home and apartment sales. Both locations will service the densely populated New York City area – home to over 10 million residents.

Wade and Hasicka's business relationship and friendship goes back more than 16 years. Both worked at IBM in high-level management and befriended each other in 1999.

Wade started with IBM in 1984 and in 27 years at the company, progressed up the ranks of management, eventually earning the title of Vice President of Global General Business Software Sales.

Hasicka began his employment with IBM in 1988, advancing through management until he reached Director of Mid-Market Sales.

Both men had their own personal real estate portfolios that they grew while working full-time at IBM.

Wade started buying, rehabbing, and reselling real estate more than 20 years ago. When he first started with his home flipping, Wade would purchase the home as a personal residence and live in the property as he repaired it to put back on market. With over 30 properties flipped throughout the Northeast states, Wade has earned his stripes in the real estate field and understands what it takes to sell a home in the competitive real estate market.

Hasicka took a different approach to real estate. He purchased his first apartment – a two bedroom in the Upper East Side. Loving the layout of the apartment, Hasicka purchased in the same building, buying several units to create a sizeable residence today that will serve as a sound long-term investment upon sale.



In 2006, both Wade and Hasicka obtained their real estate licenses. Originally, it was only intended as a backup option, as both men were firmly entrenched in management at IBM.

“I got my real estate license with the sole intent to have it as an additional benefit for my real estate flipping business,” said Wade. “But over time, I began to realize that I was really falling in love with the real estate process. The acquisition, rehab, and sale. So, I made the jump to be in business for myself instead of working for someone else.”

“I knew that real estate never felt like work to me,” adds Hasicka. “I knew that if I ever left IBM, that real estate was the career I wanted to focus on. I felt that by using my technology background, along with my passion for real estate, it would be a perfect mix to help buyers and sellers of today.”

In 2010, Wade and Hasicka left IBM to form a real estate sales team. They blended their high-level technology with their client relationship-based real estate model. From 2010 until 2014, they doubled their production year-over-year.

The partners attribute their success to approaching all their clients from a consultative standpoint.

“Coming from a technology background, we know that people are looking for real estate services with speed, accuracy, and efficiency,” said Hasicka. “We believe that our clients enjoy working with us because we really listen to their needs and have the systems necessary to help clients feel comfortable with buying or selling their home with us.”

In 2011, after perfecting their business processes as real estate salespeople, Wade and Hasicka opened their own independent brokerage in New York City. Over the next four years, they were getting ready to take things to the next level. They did their due diligence and were considering expansion plans via a number of different options.

All those plans changed when they found NextHome.

“With our background in technology, we were thoroughly impressed with the NextHome.com site and all the thought put into the clean, crisp branding,” said Wade. “With more research, we found the direction of the company, the vision, and the management were all in tune with what we wanted in our brokerage. It was a great fit for us.”

Wade and Hasicka flew out to California to further research the company. After spending time with the NextHome Corporate team in Pleasanton, CA, they knew NextHome was the right fit for their offices.

“We knew they would become family the first night we met for dinner,” said NextHome Chief Executive Officer, James Dwiggins. “It was one of those moments where you feel like you've

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known each other for years. Jeffrey and Edward are truly amazing people. They possess the passion, drive, and innovative spirit that define who we are as people and as a company. We couldn't be happier to have them grow the NextHome brand in New York, and now call them family.”

When not spending time in their business, both Wade and Hasicka are family men.

Wade is married to his husband, Mark, and they are the proud owners of two French Bulldogs, Jake and Bessie. Wade added that he's happy Jake and Bessie have “a new brother in Luke” (the NextHome mascot).

Hasicka spends time with his wife, Jessica, and their five-year-old, Hope. Hasicka also is a dog owner and wants everyone to know that their poodle, Precious, was named by Jessica.

We are proud to have Jeffrey, Edward and the team at NextHome Residential as 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](mailto: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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