



**Press Release**  
**June 30, 2015**

### **NextHome Adds New Franchise in Florida – NextHome Santana Real Estate**

*The franchise adds location in Vero Beach, Florida to the NextHome brand*

**Pleasanton, CA— June 30, 2015** — NextHome is proud to announce our newest addition to the franchise, **NextHome Santana Real Estate**. The brokerage is the second NextHome franchise in the state of Florida.

Based in Vero Beach, NextHome Santana Real Estate will be providing real estate services such as single family residential sales, commercial, multi-units, luxury and waterfront properties just to name a few.

Owned and operated by broker/owner Vicky Santana, NextHome Santana Real Estate will help buyers and sellers in the areas of Vero Beach, Ft. Pierce, Sebastian, Indian River Shores, Fellsmere, and the Melbourne Beach area. Santana says her company will service all areas from North St. Lucie County, South Brevard County and all areas in-between.

Entering the business in 2004, Santana started her real estate career with a different mentality than her previous profession of administration in the medical field.

“When I started real estate, I knew the more effort that I put into my career, the more I could get out of it,” said Santana. “Not just more income, but also more fulfillment knowing that I’m helping families find their home. I didn’t want to be a sales person. I wanted to be a true consultant and help buyers and sellers make smart decisions for their families.”

Over the course of the next five years, Santana helped many families in the Vero Beach area, making her one of the top agents in her local market. While she was a top producer, she had visions of creating her own brokerage to adapt to the local community.

“Our community is unique in that we have what I would describe as a ‘laid-back-lifestyle,’” adds Santana. “With our location being perfect for boating, fishing, and just 90 minutes from Disney World, we have people looking to live here that want to get away from the busy city life. I wanted to create a brokerage that focused on the needs of the community.”

Santana opened *Santana Realty* in 2009, and with the new brokerage came new opportunities to brand herself. She focused on using her independent brokerage to add creativity to the marketing she was previously unable to do with her former broker. And it worked.

Santana grew her market share and has become well known within her community. By treating her clients like she treats her own friends and family, she has gained the respect, trust and



referrals from residents in the area. She also became well known for her client appreciation parties and has affectionately been described as “the local REALTOR” by residents.

As her business grew, so did the need for new team members. In 2013, she added to her team by bringing on her son, Cuco, as a buyer’s agent. In 2014, Santana brought on her daughter, Samantha to help with the business.

“I worked so hard for years to create something to provide for my children,” said Santana. “Every parent wants their children to succeed. To work with my family everyday is such a special feeling. We are creating something *together*. I get to see my children not only succeed, but *exceed* any expectation I ever had for them.”

Not only did Santana make the commitment to the local residents and her family, but to the REALTOR community as well. She involved herself in local and state REALTOR politics with the desire to step up and help shape the real estate profession. Santana served on numerous committees, including being elected as the 2015 Chair of the Professional Standards Committee at her local Association, and as the 2015 State Secretary for both the Florida REALTORS Council of Real Estate Brokerage Managers (CRB) and the Florida REALTORS Certified Residential Specialists (CRS).

Santana was introduced to the NextHome concept when she saw a featured article about the franchise. When she found out a real estate colleague, Anand Patel owner of NextHome Discovery, joined the franchise, she was interested in finding out more about this opportunity.

“When I saw the technology coupled with a new fresh look, I was instantly intrigued,” said Santana. “As I explored more about the company, I found that the service from the corporate team was full of great communication and help. The marketing. The technology. The great franchisee service from the corporate team. It all made sense.”

“From the first moment Vicky and I spoke, I immediately knew she was dedicated and passionate about the industry,” said NextHome’s Vice President of Sales Charis Moreno. “How she runs her business and her brand by looking at every detail ensuring it is relevant to today’s consumers. Coupled with her commitment to her family and her clients, make it a perfect combination for us to join forces. The technology platform we offer at NextHome will now give Vicky the leverage she needs to further grow and expand in her local market and providing something for her children to continue her legacy far into the future.”

We are proud to have Vicky, Cuco, Samantha, and the rest of the team at NextHome Santana Real Estate 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).***

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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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