



Press Release
August 4, 2015

NextHome continues expansion in Arizona with NextHome Elite Properties

The franchise adds its 2nd brokerage in Arizona

Pleasanton, CA— August 4, 2015 — NextHome is proud to announce our newest addition to the franchise, **NextHome Elite Properties**.

Owned and operated by brothers and business partners, Brick and Jacob Allen, this Gilbert-based brokerage will provide residential real estate sales and property management services to the areas of Gilbert, Mesa, Tempe, Phoenix, and the surrounding areas.

With an extensive background in high-level sales, Jacob attained his real estate license in 2004, and began working with his father, Noel in the family real estate business. As a veteran of 20 years in real estate and part owner of *Tradelands Realty and Management*, Noel provided the guidance necessary for Jacob to move from part-time agent to a full-time role in 2006.

“Being around my father as *Tradelands* started becoming the real estate brokerage of choice in our area allowed me to develop my real estate sales and personal relationship building skills that are still the core of my business today,” said Jacob.

In 2007, Brick joined in the family brokerage, attaining his license and working with his brother in selling homes and managing rental properties.

The brothers attribute much of their success in the local community to each working towards their strengths within a team concept.

“Jacob is incredible in developing new relationships with prospective clients and he is the head of our offline marketing,” said Brick. “I handle the technology portion of our team in marketing and listing exposure.”

“We have many clients that are happy to get the support and service of two agents rather than just one,” adds Brick.

Over the past nine years, the Allens invested in developing relationships throughout their area. They focused on building long-term relationships with some of the largest real estate investors and property owners. Whether it was foreclosures, investment long-term rentals, or traditional sales, the Allens handled it all.

Their excellent client services in real estate sales naturally led them to managing many of the properties they helped investors acquire.



Their property management portfolio now boasts over 500 units every month.

With Brick in charge of online lead generation and technology advances for the brokerage, he began looking for a more efficient program to help the brothers' need for exceptional online presence.

"We were looking for new technology that would help us build and maintain great client relationships," said Brick. "We were not looking to join a franchise, but after seeing what NextHome was offering in an all-inclusive model, we made the decision to dig deep and find out more about the company."

"When we looked at the [NextHome.com](https://www.NextHome.com) website, we felt this model and franchise affiliation was exactly what we needed in order to grow ourselves, grow our business, and grow our agents. It just made sense," adds Jacob.

The Allens say that NextHome Elite Properties will provide a unique level of service not currently seen in the Gilbert market.

"Whether it's patiently negotiating for our client's best terms to sell their property, or one of our agents needing the mentoring or guidance to help them be the most successful version of themselves, Brick and I are committed to making a difference in our real estate community and in our agents," said Jacob.

"Getting to know Jake and Brick has been a breath of fresh air," said NextHome's Vice President of Sales, Charis Moreno. "They understand the value of family and the importance of hard work in following the footsteps of their father. Brick and Jake each have four children, and as a mother myself, it's so important to have great time management, patience, leadership... and negotiation skills. With their already successful business with a strong family-oriented foundation, I'm confident that the NextHome tools and systems will help them reach new heights in their local market."

Both brothers are family men and love spending time with their family. Jacob has been married for the past 16 years to his wife, Megan and they have four children.

Brick and his wife, Malinda, are parents to four children of their own. In addition, Brick is a noted motivational speaker, discussing the topic of teenagers and their self-esteem and has spoken at hundreds of events throughout the country.

We are proud to have Jacob, Brick, Noel and the rest of the team at NextHome Elite Properties 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.



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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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