



**Press Release**  
**August 11, 2015**

**NextHome continues expansion in Florida with NextHome Advisors**

*The franchise adds its 3<sup>rd</sup> brokerage in Florida*

**Pleasanton, CA— August 11, 2015** — NextHome is proud to announce our newest addition to the franchise, **NextHome Advisors**.

Owned and operated by business partners, Jason Jakus and Rebecca Krueger, this Fort Myers-based brokerage will provide residential real estate sales to the areas of Fort Myers, Fort Myers Beach, Cape Coral, Lehigh Acres, Buckingham, Gateway, Bonita Springs, Estero, and the surrounding areas.

Krueger began her real estate career in 2006 as a member of *Leisure American Realty* in Ft. Myers Beach, FL. Her sales career took off immediately due to her commitment to excellent client services, which she honed, in her previous career as the Director of Operations of a resort company.

“I was fortunate to have been connected with *Leisure American Realty* because it allowed me to gain sales experience with traditional sales, as well as new home construction, and resort and second home lifestyles,” said Krueger.

In 2009, Jakus joined Krueger at the firm and began his career in a similar fashion. His high sales numbers were fueled by great client services and skills he gained at his former career as a business consultant and coach with *Chico’s* clothing company.

Shortly after working together at the company, Krueger and Jakus partnered to form an exceptional team, which they grew to 11 agents.

“We were fortunate that our hard work paid off in building a great team,” adds Jakus. “As we grew, we continued to add services to help our agents be productive that we found independently through various sources.”

While content at their brokerage, they knew they were essentially running a brokerage within their brokerage.

“We enjoyed our time at the company, but we were not branding ourselves and we were often purchasing products our company didn’t provide,” said Krueger. “We knew it was time to really consider opening our own real estate company.”

In 2013, Jakus and Krueger opened Platinum Elite Realty and grew their brokerage to 20 agents. The results were exceptional.



They grew to one of the top producing brokerages in the area – consistently selling over \$11 million in sales volume annually. In 2015, the brokerage is on pace to sell in excess of \$16 million.

While operating as a successful independent brokerage, the partners always kept open to the possibility of joining a franchise. Two colleagues who recently joined NextHome – Anand Patel of NextHome Discovery and Vicky Santana of NextHome Santana Real Estate, introduced them to the NextHome franchise.

“After checking out [NextHome.com](http://NextHome.com), I was definitely interested in finding out more,” said Krueger. “Everything from the short-term entry option, affordable fee structure, single sign-on (SSO) Intranet, and the crisp, modern look... all of it contributed to Jason and I knowing that NextHome was for us.”

“Having a duo such as Jason and Rebecca joining us here at NextHome really is special,” said NextHome’s VP of Business Development Imran Poladi. “To add a 20 agent brokerage that is absolutely crushing it at their local market says a lot about the value that NextHome can provide them. In turn, having such a dynamic brokerage as a part of the NextHome family only strengthens our belief that we have the best real estate franchise in the business.”

While both Jakus and Krueger are committed to working in the community, both have very different roles.

Krueger oversees the details within the brokerage, helping maintain the high integrity and value of the brokerage for their agents. Pushing productivity and keeping agents focused on their goals are her strengths.

Jakus dedicates many hours to the real estate industry through leadership. In 2014, he served as the Chair for the Florida REALTORS Business Trends and Technology committee. He currently serves as the 2015 President of the Greater Ft. Myers & The Beach Association of REALTORS.

In 2016, Jakus will serve as the Vice President for District 5 for the Florida REALTORS.

We are proud to have Jason, Rebecca and the rest of the team at NextHome Advisors 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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