



Press Release
August 18, 2015

NextHome continues expansion on the East Coast with NextHome Now

The franchise expands into the state of Massachusetts

Pleasanton, CA— August 18, 2015 — NextHome is proud to announce our newest addition to the franchise, **NextHome Now**. This is the franchise's first brokerage in the state of Massachusetts.

Owned and operated by 27-year real estate veteran, Ken Anslono, this Ipswich-based brokerage will provide residential real estate sales to the areas of Ipswich, Boston's North Shore, and the Greater Boston area. In addition to Massachusetts, the brokerage is also licensed to help buyers and sellers in the states of Maine and New Hampshire.

Anslono was introduced to the real estate life at an early age. The son of a real estate property manager, Anslono accompanied his father everywhere as he provided property management services for dozens of tenants and property owners.

As he got older, Anslono pitched in; helping his father by doing odd jobs in order to get properties in rentable shape. Little did he know this introduction to the real estate world would be the prerequisite to his future real estate career.

In 1988, Anslono made the decision to take the leap as a licensed REALTOR®. Starting his career with a local *Century 21* brokerage in the Beverly, MA area, his first year in real estate started incredibly quick. He was named Rookie of the Year after selling enough properties to rank him in the top 10% of his company. The following two years were no different - with Anslono being in the Top 3 agents in his office.

In 1991, Anslono made the decision to move to a local *Re/Max* brokerage. He began an incredible run of production with him seeing a yearly minimum of \$4,000,000 in sales volume for the next seven years. It was at that time that he discovered his passion of working with buyers and representing them with their home purchase.

In 1997, after seven successful years with *Re/Max*, Anslono knew it was time to consider the next phase of his career. He opened his own independent brokerage, *Clients 1st Real Estate*.

"Opening my own brokerage allowed me to grow my business in a way that I couldn't under a brokerage brand," said Anslono. "I was finally able to run my business in a way that I felt comfortable doing."

Anslono made the decision to run his brokerage in a way he only experienced in a doctor's office.



“I wanted to create an experience for our clients that mimicked the way a doctor’s office would handle a patient,” said Anslono. “From the time a client walks in the door, to the time we write their contract and work through their disclosures, till the time we hand them the keys to their new home, all of our team members work together to ensure a happy client who will be sure to refer us future business. Our team all works together in order to make the experience a great one.”

Anslono’s model proved that it worked as he eclipsed over \$12,000,000 in sales in 2003 during a time when the average home sales price was \$350,000.

After a decade of running a successful brokerage, Anslono was introduced to the NextHome franchise after seeing the company featured in an Inman News article.

“I’m not sure if it was the fresh branding that was unlike anything in our business, or if it was the high level of technology, or the thought process of the leadership team that I saw eye to eye with,” adds Anslono. “But one thing was for sure – I saw the franchise being an integral part of how I wanted my brokerage to move forward.”

“Bringing on a brokerage that will represent NextHome in the Boston real estate market means a great deal to us,” said NextHome’s VP of Business Development, Imran Poladi. “The time that I have spent with Ken has been enlightening and inspirational. To bring on a broker of Ken’s pedigree and experience to lead the expansion in Massachusetts is a real benefit to all of us at NextHome.”

Anslono sees NextHome Now being a forward-thinking brokerage that will interact with today’s Millennial buyers and leverage the technology NextHome provides in order to give consumers the information they want in the way they want to receive it.

We are proud to have Ken and the rest of the team at NextHome Now 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.

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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