



Press Release

September 15, 2015

**NextHome continues expansion in Northern California with
NextHome Five Diamond Realty**

The franchise adds second brokerage in Sacramento County

Pleasanton, CA— September 15, 2015 — NextHome is proud to announce our newest addition to the franchise, **NextHome Five Diamond Realty**. This is the franchise's 13th brokerage in the state of California.

Owned and operated by 12-year real estate veteran, Arsalon Badri, the Elk Grove-based brokerage will provide residential real estate sales services to the cities of Elk Grove, Sacramento, West Sacramento, Galt, Natomas, Roseville, Folsom, Rocklin, Fair Oaks, and Lodi. NextHome Five Diamond Realty will assist homeowners and homebuyers in the Sacramento Metropolitan area – an area that boasts a population of over 2 million residents.

Badri entered the real estate industry in 2003, after a career as a Financial Advisor with *Morgan Stanley*. Badri wanted a career that allowed him to sell a tangible asset rather than the financial services he was in charge of while at *Morgan Stanley*.

“I enjoyed the aspect of helping people increase wealth through smart planning,” said Badri. “I wanted to provide a service that would not only help increase their wealth, but also provide them a service to purchase something they could see, experience, and enjoy everyday. Real estate was a natural choice.”

Badri built a successful business that had him eclipsing over \$10,000,000 in annual sales. He attributes much of his success to his commitment to the client rather than the transaction.

“I wanted to create people-focused solutions that specifically helped the client,” recalls Badri. “There is no ‘one-size-fits-all’ solution when it comes to real estate service.”

While he enjoyed success selling homes and enjoyed working with all types of buyers and sellers, his true frustration came from his brokerage. He started his career at a small independent brokerage, before eventually moving to a few national franchised brokerages. None of the options made sense to Badri.

“Through the fees the franchises and the brokerages collected from me, I felt that I wasn’t getting the tools, services, or help I needed,” said Badri. “I wasn’t asking for much. I just wanted a supportive brokerage to provide me the best tools possible to help me with my clients. The fact that I couldn’t find that in a brokerage was disappointing.”

Instead of continuing with a brokerage that didn’t provide him with the help he needed, Badri



made the decision to open his own brokerage. In 2009, he opened *Five Diamond Realty*.

During his first year as a brokerage owner, Badri focused on the business that encompassed his home area – foreclosures.

“It was extremely difficult to watch many people in my community going through the foreclosure process and I did my best to make sure I positively helped those going through a difficult time,” added Badri. “One thing I did feel good about was helping new homeowners purchase homes who had otherwise been priced out of the market.”

It was at a real estate educational conference in Texas in 2010 where Badri met a future NextHome broker, Joe Hogin. With the two of them working in vastly different markets, Badri felt comfortable sharing tips and ideas with the Hawaii broker.

When the two of them connected in early 2015, Hogin shared a change he made at his family-owned brokerage, **NextHome Pacific Properties**. That’s how Badri found out about NextHome.

“Just like so many others before me, I liked the branding, the technology, and the new flexible format,” said Badri. “But it was the forward thinking process the company’s leadership had that intrigued me the most. It was the type of franchise that made so much sense for what I was trying to accomplish.”

When I started talking with Arsalon about NextHome, he was very clear with his goals and what he was looking for to grow his business,” said NextHome’s Vice President of Sales Charis Moreno. “Our mutual desire to provide the best services and tools to home buyers and home sellers made complete sense for a partnership between Five Diamond Realty and NextHome. Arsalon’s drive and leadership will allow him to leverage the NextHome platform to elevate his company past his competition.”

NextHome Five Diamond Realty will focus on providing a brokerage for agents in the Elk Grove area that has all the tools and systems to help them be the most productive agents possible – with a responsive broker who will be there.

“I once worked for a broker who took days to get back to me,” recalls Badri. “I vowed to never be that broker. Agents know they can count on me to be there to help them when they need me most.”

When not selling real estate, Badri enjoys spending time with his wife Maricela, and their four-year-old son, Avan.

We are thrilled to welcome Arsalon and his team at **NextHome Five Diamond Realty** to 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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