



**Press Release**

**September 22, 2015**

**NextHome continues expansion in Northern California with  
NextHome Innovative Real Estate**

*The franchise adds third brokerage in Contra Costa County*

**Pleasanton, CA— September 22, 2015** — NextHome is proud to announce our newest addition to the franchise, **NextHome Innovative Real Estate**. This is the franchise's 14<sup>th</sup> brokerage in the state of California.

Owned and operated by business partners Dave Waite and Beau Eckstein, the Walnut Creek-based brokerage will provide residential real estate sales services to the cities of Walnut Creek, Oakland, Berkeley, San Francisco, and the majority of the I-580 and I-680 corridor communities.

With nearly 50 years of combined real estate experience, Waite and Eckstein have seen just about every scenario when it comes to the real estate industry.

Waite began his career in real estate in 1987 and has participated in many different aspects of the business. As one of the principal owners of Land Home Financial, Waite's experience in real estate lending has been invaluable to his brokerage.

"I've been fortunate through hard work and making the right connections, I have been able to build a very successful loan company," said Waite. "We have earned the trust and the business of builders, developers, and home investors

While running Land Home Financial, Waite met a new loan agent who joined his brokerage in 2009, Beau Eckstein. Involved in the real estate industry since 2001, Eckstein brought significant experience to the firm.

Eckstein's business acumen and client-centric focus was a great fit for Waite's firm. The two of them would go on to finance multiple projects including funding full builder subdivision developments, tenants-in-common projects, and various luxury home projects.

The two even helped establish a subdivision in Oakland, CA – an area known for not having many single-family residences being built.

In addition to Land Home Financial, Waite was part owner of *Sunrise Real Estate* – an independent brokerage that he used to help buy and sell homes. In 2012, Waite and Eckstein merged combined real estate services under the new brokerage name *Service 1<sup>st</sup> Realty* to create a single brokerage to handle all real estate sales and acquisitions.



“We get involved as much or as little as the project needs,” said Eckstein. “We are in a position to where we can take the lead on a full build or rehabilitation project, or we can sit back and just finance the project for an independent builder. It’s that flexibility and our client-first business model that has allowed us to do very well in the Bay Area real estate market.”

In 2014, Eckstein was cast on a real estate reality show called *Flip It to Win It* on the HGTV channel. It was there where viewers were able to see just what it took to put a real estate rehabilitation together.

“While reality television is always great marketing, my main focus has been and always will be real estate,” said Eckstein. “I was happy to have had people see that our team does know the real estate business and it has translated to many positive business relationships.”

In early 2015, Eckstein found NextHome just as many Generation X’ers often find their news – via Facebook.

“I saw NextHome on Facebook and found the concept and look to be very interesting,” added Eckstein. “Add in the fact that I saw that (NextHome CEO) James Dwiggins and (NextHome VP of Business Development) Imran Poladi were involved in leadership of the company, I knew that I had to find out more about the franchise. I have a lot of respect for these two individuals and I researched the company heavily.”

“After doing my due diligence and going over the details with Dave, we knew NextHome was the right fit for our business.”

NextHome Innovative Real Estate will focus on providing agents in their brokerage the technology and tools necessary to leverage what their business model already provided.

“We are looking to leverage great strategic relationships that we have already formed through years of business and merge that with a fresh, new brokerage concept,” said Waite. “We are excited about what we will be bringing to the market.”

“Bringing on board a team of Beau and Dave's caliber to the NextHome franchise is an incredible addition,” said Dwiggins. “Beau's dynamic personality and lead generation networking skills along with Dave's proven track record of investment expertise creates a winning team that's hard to match. We feel very fortunate any time we can add a duo with nearly 50 years of real estate experience to our company. We are excited to add NextHome Innovative Real Estate 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](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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**For more information, press:**

Imran Poladi  
209-470-1493  
Imran@NextHome.com

**For more information, sales:**

Charis Moreno  
925-271-9102  
Charis@NextHome.com

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