



Press Release
October 27, 2015

NextHome continues East Coast expansion with NextHome Freitas Realty Group

The franchise adds its second brokerage in Massachusetts

Pleasanton, CA— October 27, 2015 — [NextHome](#) is proud to announce our newest addition to the franchise, **NextHome Freitas Realty Group**. This is the franchise's second brokerage in the state of Massachusetts.

Owned and operated by broker/owner, Livia (pronounced Lee-Via) Freitas Monteforte, the Mashpee-based brokerage will provide residential real estate sales services to the entire Cape Cod area including Barnstable, Woods Hole, Chatham, Bourne, Brewster, Sandwich, Falmouth, Mashpee, Yarmouth, Dennis, and the remainder of the Cape Cod area – commonly known as “The Cape”.

Licensed since 1999, Monteforte began her sales career at *Kinlin Grover Real Estate*, a regional boutique brokerage. As a self-starter, she was able to quickly and efficiently set herself apart from the rest of the local real estate community by focusing on the customer service experience.

In 2003, Livia made the move to a franchise brand brokerage in order to start building a team to assist her with her growing business. While she continued growing her business, she was forced to purchase many of the tools and systems she needed to streamline her bustling business. Realizing a strong need to improve the way real estate was conducted on Cape Cod, Livia decided it was time for a change.

Instead of looking for a new company to affiliate with, Monteforte knew she could create the superior standards she expected out of a brokerage by opening her own company. And that's exactly what she did.

In 2005, she opened *Freitas Realty Group*. Upon opening, she infused her passion of creating a brokerage that featured tech savvy agents who are passionate about helping people with their real estate purchase or sale of their home. Agents loved the format and she and her husband James, grew the brokerage to 11 agents. Known in the community as “executive agents”, her team provides first-class service coupled with high levels of technology and transaction management to make the transaction as smooth as possible.

“I wanted to be the client-centric real estate brokerage that was the breath of fresh air our community was missing,” added Monteforte.

From 2011 to 2015, Monteforte never let up on driving the leads to the brokerage. This resulted in an incredible 30+% increase in their company's closed sales business for four consecutive



years. In 2015, her brokerage has exceeded \$20,000,000 in sales volume – a huge indicator of the local community’s trust in her boutique firm.

Monteforte has continued to stay at the forefront of new and innovative real estate technology, but often found herself vetting and spending countless hours making sure the products were the best for her agents.

Enter [NextHome](#).

“I was days away from signing with a familiar national brand, when I made the decision to just Google ‘Luxury Real Estate Franchise’,” recalls Monteforte. “That’s where I found NextHome. The company provides the brokers of today the tools necessary to get out of the weeds and back to focusing on the customers.”

“From the moment I connected with Livia, I could sense her passion for real estate and helping people buy or sell a home,” said NextHome’s Vice President of Sales, Charis Moreno. “As a mother, I could relate to Livia on many different levels including how she handles her responsibilities as a business owner and to her two daughters. The partnership with NextHome will allow them to focus on their business growth and recruitment of new talent, while the NextHome franchise joins forces with one of the top brokerages in one of the most prestigious markets in the United States.”

When not selling real estate, Livia and James enjoy spending time with their two daughters, Dolce (6) and Capri (3).

Please join us in welcoming Livia, James, and their team at NextHome Freitas Realty Group to our already exceptional NextHome brokerage network!

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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