



**Press Release**  
**November 10, 2015**

**NextHome continues national expansion with NextHome Real Estate Solutions**

*The franchise adds its second brokerage in South Carolina*

**Pleasanton, CA— November 10, 2015 —** [NextHome](#) is proud to announce our newest addition to the franchise, **NextHome Real Estate Solutions**. This is the franchise's second brokerage in the state of South Carolina.

Owned and operated by Nicolas Principino, the Greenville-based brokerage will provide residential real estate sales services to the cities of Simpsonville, Spartanburg, Greenville, Travelers Rest, Easley, Greer, Landrum and the remainder of the Greater Greenville area.

Principino comes from an incredibly successful retail business background. Originally from the New York area, he owned several retail businesses that included food distribution, golf apparel retail, and as a convenience store supplier. Territories for these businesses expanded quickly throughout the western New York area - with Principino becoming the top regional distributor of each category.

After creating these successful businesses, Principino chose to sell his ownership in these companies. Over the next five years, he stayed on to help the transition to the new owners before eventually leaving the retail industry altogether in 2007.

Principino relocated to the South Carolina area and in 2008, he made the decision to get his real estate license. He joined the local *Keller Williams Realty* office in Hilton Head later that year.

"I wanted to learn as much as I could in my first few years in real estate to create the foundation for my new career," said Principino.

The Greenville and Hilton Head area went through a massive distressed property market in 2009. It was at that time Principino built his business helping others who were on the brink of losing their home, while many agents had a traditional sales background.

He credits a lot of his trust that he earned by the community due to his no-pressure approach.

"The direction of my business was pointed towards helping others who could no longer afford their home," added Principino. "It was a tough time for many and I wanted to be the resource that let them know they were not alone."

His "help-first" attitude not only aided many members of the community, it also built an incredible business. Principino annually sold in excess of \$7,000,000 in volume – in an area with an average sales price of \$190,000.



In early 2015, Principino began exploring his options of opening his own brokerage. As a previous business owner, it was in his DNA to be an owner of his own real estate brokerage.

A former Keller Williams colleague, Christopher Bowes, introduced him to a new real estate franchise that he himself had recently joined.

“I found out about NextHome through Chris,” recalls Principino. “We worked together at Keller Williams and I always found him to be a successful business mind. If Chris was involved with the company, I wanted to know more.”

Principino found many of the company’s benefits exactly what he was looking for.

“I loved the company’s concept of allowing me to run my brokerage the way I wanted, but still provide structure, tools, and technology that I can rely on in an affordable package,” said Principino.

Not only does Principino make a commitment to those in financial distress, but also to those who serve our communities and nation.

Principino is the exclusive Beaufort-area agent for Homes for Heroes – a program that gives back to the military, nurses, firefighters, police officers, teachers and those who provide services to the local community.

“Over the course of 2015, I have had the chance to meet dozens of brokers and agents from around the country,” said NextHome’s Vice President of Sales, Charis Moreno. “Nicolas is one of the most knowledgeable real estate professionals I have met. We at NextHome are excited to work with him and provide him the technology and systems he was looking for in a franchise. Nicolas will undoubtedly have one of the best brokerages in his area and we are looking forward to growing his company with him.”

When not selling real estate, Principino enjoys spending time with his wife of 20 years, Mary. Like many who live in the beautiful area of Greenville, they enjoy fishing, taking in the outdoors, and nature photography. Nicolas is a certified golf instructor and takes advantage of playing on some of the best golf courses in the nation. The couple are avid supporters of the Humane Society and have three rescue dogs of their own – Maggie, Goose, and Buster.

Please join us in welcoming Nicholas and NextHome Real Estate Solutions 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](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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