



**Press Release**  
**December 30, 2015**

**NextHome continues growth in Florida with NextHome Prime**  
*NextHome opens eighth franchise in the state*

**Pleasanton, CA— December 30, 2015** — [NextHome](#) is proud to announce our newest addition to the franchise, **NextHome Prime**. This is the franchise's 8<sup>th</sup> brokerage in the state of Florida.

Owned and operated by 22-year real estate veteran, Mark Campbell, the South Tampa-based brokerage will provide residential real estate sales to the cities of South Tampa, Brandon, Clearwater, St. Petersburg, Lutz, and Palm Harbor.

Originally from Kentucky, Campbell graduated from Morehead State University, majoring in Business with a minor in Real Estate. As a member of the university's basketball team, Campbell immersed himself in his studies and his basketball commitment. However, the real estate allure was very interesting to him and after his junior year, he found himself with enough credits to take the Kentucky real estate license exam. Before he was a college senior, Campbell became a REALTOR®.

Studying for classes and playing basketball on game days, Campbell sold real estate on weekday afternoons and weekends with a local *Century 21* brokerage. His first year came with its share of highs and lows, but Campbell remembers one deal in particular.

"I'll never forget my first deal," recalled Campbell with a laugh. "It was a mobile home sitting on top of a basement located in the hills of Eastern Kentucky. It sold for \$37,000."

After graduating from college in 1996, Campbell moved to a local real estate brokerage and began selling full time. His career took off and he was put in charge of managing three different locations to sell properties for a local builder – totaling 300 units.

In 2000, Campbell moved towards the re-sale side of the business and continued his success. As a multi-million dollar producer, Campbell had a substantial portion of his business come from the homeowners who had bought new construction from him. When it was time to resell, they thought of Campbell.

Making sure to enjoy the fruits of his labor, Campbell took time to travel and vacation. One of his favorite locations was in Tampa, Florida. He loved it so much, he made the decision to move to Florida and restart his real estate career there.

In 2002, he joined the local *Re/Max* brokerage in Tampa. Even though he did not know of a single person in Tampa before moving there, Campbell was able to ramp up his business quickly. He was back to being a multi-million dollar producer within two years of his relocation.



Seeing that his business was often via his own lead generation efforts and through referral, Campbell made the decision to open his own brokerage in 2005. *Tampa Real Estate Services* was a brokerage that was small, but mighty. Over the course of ten years, Campbell grew the brokerage to 18 agents.

“Our focus was better service for all our clients,” said Campbell.

Knowing that today’s consumer needs to be handled differently than in the past, Campbell connected with an old friend from Kentucky who owned a real estate brokerage as well.

“I reached out to my buddy Ron Humes, who owned a firm in Lexington,” said Campbell. “He told me he was looking at a franchise called NextHome. I reviewed what the company had to offer and the rest was history.”

“Mark was looking for a solution that allowed his agents to provide a high level of service, while streamlining processes for them,” said NextHome’s Vice President of Sales, Charis Moreno. “With our tools and systems, along with Mark’s guidance and leadership for his agents, the sky is the limit for NextHome Prime.”

When not selling real estate, Campbell enjoys spending time with his wife of seven years, Allison and their daughter, Ellie (3) and son, Mason (1). The family loves to take walks on the waterfront of Bayshore Boulevard – the longest continuous sidewalk in the United States.

Please join us in welcoming Mark and the rest of the team at NextHome Prime 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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