



Press Release
January 26, 2016

NextHome opens NextHome Solutions in Colorado

The brokerage represents the third NextHome franchisee in the state

Pleasanton, CA— January 26, 2016 — [NextHome](#) is proud to announce our newest addition to the franchise, **NextHome Solutions**. The brokerage represents the third NextHome franchisee in the state of Colorado.

Owned and operated by top producing real estate broker, Troy Johnson, the office will provide residential real estate services to the areas of Westminster, Broomfield, Erie, Thornton, Arvada, Boulder, Lakewood, and the rest of the northern Denver Metro area.

Johnson's rise to one of the top agents in his local real estate market has been a quick one, but not without the dedication needed to succeed. In just two years, Johnson has risen to one of the most productive agents in his area.

Coming from a 17-year career in the insurance industry, Johnson took a lot of the same sales skills he honed in his previous career and implemented them into real estate.

"Building relationships was my specialty as an insurance agent and later, as a manager of my branch," said Johnson. "Whether it was local businesses, individuals, or community based events, I focused on getting to know people and providing the services they needed. I feel that being a resource to people is what they want – not a salesperson."

In 2014, Johnson made the decision to leave the insurance industry and start his real estate career. He joined a local independent real estate firm and got to work.

Using a lot of the same relationship-centric business practices he used in the insurance world, he sold over \$7 million in volume in his first year - in an area where the average home sales are under \$400,000. In 2015, Johnson increased his sales numbers, exceeding \$9 million in sales volume.

In the fall of 2015, Johnson began to explore the idea of owning his own brokerage.

"I wanted to start creating my own brand that I could put all my efforts behind," recalls Johnson. "When I started looking at franchise opportunities, I wanted a unique approach that allowed me to have new technology tools that helped me connect with Millennials, yet the strong traditional real estate services that would create value for other generations. NextHome provided me the model I was looking for."



“When I spoke with (NextHome’s Vice President of Sales) Charis Moreno, she shared with me the vision of the company,” added Johnson. “The company’s vision aligned with the way I do business. It was the perfect fit.”

“We at NextHome are thrilled to have Troy join the NextHome family,” said Moreno. “In spending time with him, Troy aligns perfectly with our business philosophy of building strong relationships and using technology to create value for clients. In just two years, Troy has shown the business acumen to succeed in an industry as competitive as real estate. NextHome Solutions will be unlike any brokerage in his market.”

Johnson and Kelly, his wife of 24 years, have four daughters – Hannah (23 years old), Haley (22), Brooke (6) and Bailey (5). The Johnsons are huge sports fans and you’ll often find them cheering on their favorite football team, the Denver Broncos.

Please join us in welcoming Troy and the rest of the team at NextHome Solutions 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.

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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