



**Press Release**  
**February 2, 2016**

**NextHome opens NextHome Lott Premier Realty in Minneola, Florida**  
*The brokerage represents the tenth NextHome franchisee in the state*

**Pleasanton, CA— February 2, 2016 —** [NextHome](#) is proud to announce our newest addition to the franchise, **NextHome Lott Premier Realty**. The brokerage represents the tenth NextHome franchisee in the state of Florida.

Owned and operated by real estate broker, Corey Lott, the Minneola-based office will provide residential real estate services to the areas of Minneola, Clermont, The Villages and the remainder of the west Orlando Metro area.

A graduate of the University of Central Florida in 1998 with a focus on Educational Leadership, Lott comes to the real estate industry with several years in the educational field. Right after college, Lott began his teaching career working with students with disabilities. He also spent several years as a high school teacher working with emotionally and behaviorally challenged children.

In 2003, Lott decided to get his real estate license as he continued his career in education. It was not until eight years later that he decided to fully invest himself into his real estate career.

He started with a local broker in 2011 and worked tirelessly to learn as much as he could about the real estate industry. A natural educator, Lott was self-motivated when it came to learning about how to succeed in the real estate industry.

“I learned everything I could about marketing, websites, lead generation and everything real estate,” recalls Lott. “It was overwhelming, but I learned so many important lessons in what to do and what not to do.”

Those self-taught lessons paid off in transactions closed. From 2011 to 2015, Lott was able to increase his production year-over-year in an extremely competitive market full of agents.

In early 2015, Lott began thinking about opening his own brokerage and in June 2015, he took the leap, opening *Lott Premier Realty*.

While he was happy with his choice to open his own brokerage, he knew there were many tools and systems to choose from to help him and his agents, He began looking at potential real estate franchises when he came across NextHome.

“I loved the technology and the economic structure of the franchise,” said Lott. “With my service area covering the Turnpike Exchange here in Florida, there’s huge growth potential that the



NextHome tools and systems can help our agents get in touch with these potential buyers and sellers.”

“Getting to know Corey and his focus on building a strong relationship with his local community, NextHome looks to be a great fit for Lott Premier Realty,” said NextHome’s Vice President of Business Development, Imran Poladi. “If I were an agent looking for a broker to help me succeed, I would definitely find working at NextHome Lott Premier Realty as an attractive option. I really find Corey’s commitment to the highest level of education and knowledge of the real estate industry commendable.”

When not selling real estate, Lott spends time with his family. Lott and his wife of 14 years, Rebecca, have two daughters – Corynn (age 6) and Riley (age 3).

Please join us in welcoming Corey and the rest of the team at NextHome Lott Premier Realty 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.

*The names of actual companies and products mentioned herein may be the trademarks of their respective owners. Each office is an independently owned and operated business.*

**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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