



Press Release
February 9, 2016

NextHome opens NextHome Signature in Pennsylvania
The brokerage represents the first NextHome franchisee in the state

Pleasanton, CA— February 9, 2016 — [NextHome](#) is proud to announce our newest addition to the franchise, **NextHome Signature**. The brokerage represents the first NextHome franchisee in the state of Pennsylvania.

Owned and operated by top producing real estate broker, Mark Reale, the Exton-based office will provide residential real estate services to the areas of Downingtown, West Chester, Chester Springs, Malvern, Thorndale, Kimberton, Phoenixville, Paoli, Wayne, Exton and the remainder of the surrounding counties. Exton is located approximately 25 miles east of Philadelphia, PA.

Reale started his real estate career in the early 1980's as an investor. His first purchase was a multi-unit property, which he rehabbed and sold for a profit. Enjoying the process not only for himself, but also in analyzing the deal for other potential investors, Reale decided to become a REALTOR®. In 1983, he joined *Century 21 Carr, Brown & Hess* in Upper Darby, PA. Over the next three years, he helped numerous clients in addition to building his own personal real estate portfolio.

In 1987, Reale joined a local builder to be a part of *Signature Communities* - a company focused on land acquisition and development of residential real estate subdivisions. Over the next eight years, the company built hundreds of homes to provide new construction options for the local community. Reale's efforts did not go unnoticed as he rose to the position of President of the Real Estate Division. His position had him in charge of a division of 15 agents and managing the sale of over 300 homes annually.

When the real estate market turned in 1995, *Signature Communities* refocused on projects outside of residential real estate. Reale thought it was the perfect time to take his experience and go out on his own.

In 1996, Reale started *Idlebrook Development Corporation* to develop new real estate subdivisions. Over the course of the next ten years, Reale's company built over 100 homes. While the success of the company came with a lot of hard work and good decision-making, it wasn't without significant challenges.

In 2000, Reale was diagnosed with thyroid cancer. A three year battle with the disease had Reale thinking about the important things in life and he reorganized his priorities.

"Cancer made me realize what was truly important in life," recalled Reale. "The loving relationships of my family and friends means everything to me. There were many people that helped me in one of the most difficult times of my life.... I'll never forget what that meant to me."



Those thoughts had Reale wanting to return to the flexibility of selling residential real estate and in 2006, Reale returned to running a real estate brokerage under a national franchise as a part owner. Focusing heavily on building relationships with local agents, Reale was able to grow the office to 35 agents in just under two years.

In 2013, Reale became a partner of *ReMax Professional* in Exton, PA. He was vital in helping the office grow from 40 agents at the time of his addition to the ownership group, to growing the company to 65 agents and strong profits.

In March 2015, Reale had the opportunity to look at other options outside of *ReMax*. After a great deal of research and investigation, he found the NextHome model to be best fit for his brokerage.

“The NextHome look, feel, technology and support was what I was looking for in a franchise,” said Reale. “I was happy to find out that (NextHome’s Vice President of Sales) Charis Moreno was in charge of the sales division for NextHome since I knew her from previous business she had done with the *ReMax* franchise. It built instant credibility with me knowing she was a part of NextHome.”

“Over the years, I have gotten to know Mark and I know what a huge addition he is to our franchise,” said Moreno. “Mark has been a proven business owner who knows what agents in his market need to be successful. He’s a mix of veteran leadership with a forward thinking way of doing business that incorporates the technology today’s consumer look for in their agent. I couldn’t be more thrilled to have Mark be a part of the NextHome family.”

With his cancer behind him and in remission for over 10 years, Reale enjoys spending time with his family. Mark and Beatrice, his wife of 33 years, have three daughters – Ariana (29 years old), Annalisa (25), and Alana (24).

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