



**Press Release**  
**March 22, 2016**

**NextHome opens NextHome Realty Connection in Portland, Oregon**  
*The brokerage represents the third NextHome franchisee in the state*

**Pleasanton, CA— March 22, 2016** — [NextHome](#) is proud to announce our latest addition to the franchise, **NextHome Realty Connection**. The brokerage represents the third NextHome franchise in the state of Oregon.

Owned and operated by local top-producing REALTOR®, Steve Roesch, the Portland-based brokerage will provide residential real estate services to the areas of Beaverton, Hillsboro, Lake Oswego, Tigard, Happy Valley and the remainder of the greater Portland area.

Portland is the largest city in Oregon and nearly 2.5 million residents live in the Portland metropolitan area.

Starting his real estate career in 1996, Roesch was mentored by his father-in-law at the time. Working on a team at the local Portland Re/Max office, he spent the next five years building his real estate skills – specifically lead generation.

“I learned that lead generation was the key to thriving in real estate,” said Roesch. “That was instilled in me early on and has added creativity to all of my lead generation efforts.”

In 2001, the team moved to a local independent brokerage, Oregon Realty, and saw their production skyrocket. Increasing year over year, they saw their best year in 2006 with over 300 transaction sides closed. Roesch focused on working with investors and built strong relationships with these investment companies.

In late 2006, as the market began to change, Roesch was offered an opportunity to work for one of his largest investor clients, North Point Real Estate Investment Services.

Roesch started with North Point in 2007 and relocated to Northern California. Serving as the Market Advisor for the company, he was in charge of helping individual investors find and acquire property that provided positive monthly cash flow.

Roesch had a successful few years as a Market Advisor during the downturn, but looked to return to Portland once the real estate market began to turn around.

Upon his return to Portland in late 2009, Roesch noticed many of the agents that were doing well in 2006 were now struggling – or no longer in the business.

A former colleague, Keith Robinson, had always seen Roesch as a potential coach and mentor.



“Years ago, Keith suggested I consider teaching others how to effectively sell real estate,” recalls Roesch. “With the market on the upswing, I thought it would be a great time to explore how I could help others.”

Roesch joined Keller Williams Realty in Portland and served as the office’s Productivity Coach. Of the 120 agents in the office, Roesch was the personal coach to nearly 25% of the company’s agents.

While Roesch was the Productivity Coach for the brokerage, he simultaneously created his real estate team that focused on resale properties. The PDX Home Group was formed in 2012 and saw increased business each year moving forward.

In 2015, The PDX Home Group closed 121 transaction sides.

As the team production grew, Roesch spoke with team members about the thought of starting their own brokerage. In late 2015, with the team’s support, Roesch began looking at potential brokerage opportunities.

While looking at options, Roesch recalled seeing Keith Robinson on Facebook announce his affiliation as the Vice President of Strategy with a new real estate franchise called NextHome.

“Once I spoke with Keith about what was different about NextHome versus some of the more traditional real estate franchises, I knew I had to find out more,” recalls Roesch. “After spending time on the phone with (NextHome’s Vice President of Sales) Charis Moreno, I knew NextHome was the company I needed to affiliate with.”

“The NextHome systems and tools allow me to run our brokerage as a boutique, yet have all the technology previously available only to expensive franchises,” added Roesch.

“Steve is a special type of person that a real estate franchise would love to have be part of their company,” said Robinson. “In getting to know him over the years, I found him to be a great communicator and leader. He’s incredibly passionate about real estate and making sure to help others in our industry. All of us at NextHome are proud to have Steve and his team as a part of the NextHome family.”

When not selling real estate, Steve spends time with his wife of 13 years, Andrea. Between the two, they have four children – Aidan (20 years old), Logan (20), Elizabeth (17) and Nora (9). You’ll often find the family attending Portland Timbers soccer games or Portland Trailblazers basketball games.

Please join us in welcoming Steve, Andrea, and the rest of the team at NextHome Realty Connection 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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