



**Press Release**  
**April 5, 2016**

**NextHome opens NextHome Fine Homes & Estates in Santa Clarita, CA**  
*NextHome's expansion continues in Southern California*

**Pleasanton, CA— April 5, 2016 — [NextHome](#)** is proud to announce our latest addition to the franchise, **NextHome Fine Homes & Estates**.

The family owned and operated business will be run by broker, Roberto Mercado, and his twin sons, Tony and Ramon. The Santa Clarita-based office will provide residential real estate services to the areas of Valencia, Canyon Country, Newhall, Grenada Hills, and Northridge.

Selling real estate since the 1990's, Roberto has been a veteran of Santa Clarita Valley real estate industry for decades. While both Tony and Ramon grew up in the industry and watched their father sell real estate, they decided to open their own mortgage company in 2001 called American Wholesale Finance. The brothers' move to open a real estate mortgage company paid large dividends over time.

In 2002, the market was starting to hit the real estate sales stride and the family's businesses saw huge benefits.

In 2002, the Mercado brothers' successful mortgage company needed to hire staff to keep up with the business coming in the door. They put extra emphasis on lead generation, which resulted in the mortgage company growing to 60 loan officers within its first two years.

From 2004-2008, American Wholesale Finance closed in excess of \$25 million in volume monthly.

"I really believe our success was because we focused on building strong REALTOR® relationships," said Tony.

Subsequently, in 2002, Roberto opened his own real estate brokerage – Fifth Ave Properties.

Over the next ten years, the Mercados grew their companies to be very successful and were considered one of the top brokerages in the area – even through some of the most difficult times during the 2008-2011 housing recession.

However, 2015 brought significant changes in the mortgage industry. Instead of looking at this as a roadblock in their mortgage business, the Mercado brothers made the decision to fully focus on real estate sales.

Knowing that they were going to assist their father in growing the real estate brokerage, Tony started investigating franchise opportunities that could help them grow the company.



“I simply Googled ‘real estate franchises’ and found NextHome on the top of the page,” recalls Tony. “After checking out the website and watching the videos, I was hooked.”

“With our new affiliation with NextHome, we now provide strong technology to our market,” said Tony. “We love focusing on the target age group of today’s buying consumer and provide new tools and services for sellers looking for more from their agent.”

When not selling real estate, the brothers are focused on new changes in their family.

Tony and his girlfriend, Jenny, welcomed their son, Mason to the family in 2016.

Ramon is engaged to be married in Spring 2016 to his fiancée, Britney.

Please join us in welcoming Roberto, Tony, Ramon and the rest of their team at NextHome Fine Homes & Estates 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 240 offices and more than 1200 agents. The company closes over 7000 transactions annually worth over \$2.5B 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.*

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