



Press Release
April 12, 2016

NextHome opens NextHome Elite in Illinois
The brokerage is the first NextHome franchise in the state

Pleasanton, CA— April 19, 2016 — [NextHome](#) is proud to announce our latest addition to the franchise, **NextHome Elite**. The brokerage will be the first for the NextHome franchise in the state of Illinois with the office just north of Chicago.

Owned and operated by 20-year real estate veteran, Arlyn Tratt, the Skokie-based brokerage will provide residential real estate services to the areas of Lincolnwood, Wilmette, Glenview, Northbrook, Niles, Evanston, North Shore and the North Side of Chicago.

A second generation REALTOR(r), Tratt started his real estate career on the apartment leasing side of the business in 1996. Working with a local property management company, The Apartment People, Tratt was able to familiarize himself with the Chicago suburbs by helping many families with their housing needs.

In 1999, Tratt made the move to real estate sales after building his skills in client services.

“I knew that my time as a leasing agent was not a permanent thing,” said Tratt. “I always wanted to make the move to sales and after years of familiarizing myself with the ins-and-outs of the city, I felt it was the right time.”

Doing well as a REALTOR(R), Tratt made the decision to open his own brokerage. In 2003, he did just that when he launched Arlyn Tratt Realty.

“Being able to provide services to my clients in a way that best fit their needs was an important factor in opening my own brokerage,” added Tratt.

His success in real estate sales led Tratt to open another division of real estate services in vacation rentals.

From 2007 until 2011, Tratt was the owner of Chi Town Suites, a vacation rental company.

“Chi Town Suites was a perfect complimentary business to Arlyn Tratt Realty,” said Tratt. “With more investment opportunities available to investors, the additional secondary business turned out to be a good decision.”

In a four year period starting in 2012, Tratt saw his sales numbers increase year over year, selling nearly \$9 million worth of real estate in 2015.

Seeing how the consumer needs were changing, Tratt knew he needed an additional value proposition to add to his brokerage.

“I Googled ‘real estate franchise’ and NextHome was at the top of the search results,” recalls



Tratt. “After seeing what the company provided, I knew NextHome had what I needed to serve the real estate buyers and sellers of today.”

When Tratt isn’t working and selling real estate, you’ll find him spending time with his wife of 12 years, Laurie, and their two sons, Brayden (10) and Quinn (8).

Please join us in welcoming Arlyn and the rest of his team at NextHome Elite 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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