



Press Release
May 3, 2016

NextHome opens NextHome Citrus City in Riverside, California
The brokerage represents the first NextHome franchisee in Riverside County

Pleasanton, CA— May 3, 2016 — [NextHome](#) is proud to announce our latest addition to the franchise, **NextHome Citrus City**. The brokerage represents the first NextHome franchise in the Riverside County – the second largest county by square miles in the United States.

Owned and operated by local, top-producing REALTOR®, Scott Gieser, the Riverside-based brokerage will provide residential real estate services to the areas of Riverside, Corona, Redlands, Norco, Moreno Valley, Rancho Cucamonga and the rest of the Inland Empire region.

In 1998, Gieser was introduced to the real estate industry when his parents decided to purchase their home in Riverside.

“I had a chance to see first hand what quality real estate service was all about,” recalls Gieser. “My parents worked with local REALTOR®, Lisa Andre. She was such a great resource for my parents. Right away I knew I was interested in finding out more about real estate.”

After spending time learning about real estate from Andre, she offered Gieser a job as an assistant for her real estate business in early 1999.

“Working for Lisa taught me so much,” said Gieser. “I learned about drive, work ethic, being diligent... I’m so thankful for the education that she provided me.”

Interestingly enough, after over 30 years as a teacher, Gieser’s mother made the decision to become a REALTOR® when she retired in 2001. Gieser began assisting his mother with her real estate business shortly thereafter.

After nearly six years of helping others, Gieser started as a full-time REALTOR® in 2005. During his early success, Gieser expanded his client services to include real estate loans in 2008.

In late 2008, Riverside County experienced the full brunt of the real estate meltdown. The city of Riverside was one of the top 10 cities in the United States with the most foreclosed properties. It proved to be one of the most difficult times of Gieser’s life as real estate sales and mortgage in Riverside County made a historic turn for the worst.

After depleting his savings and doing his best to continue on as a REALTOR®, Gieser moved his license to SRG Realty. The brokerage, owned by local real estate icon Doug Shepherd, was the right fit for Gieser at a time where he was rebuilding his business.



“Doug is an incredible mentor for me,” said Gieser. “His guidance helped me get back on my feet and selling more homes and helping more families.”

In 2011, Gieser focused on relationship building with his fellow Riverside residents and working on every opportunity that presented itself. That focus helped him steadily build back the sales volume he once had – and then some.

In 2012, Gieser sold 12 transaction sides. The next year, he sold 24 homes. In 2015, Gieser sold over 30 homes in excess of \$8 million in real estate sales. This achievement is exceptionally impressive considering the average sales price in Riverside is \$310,000.

While helping families find their next home or sell their property, Gieser has made sure to give back to the real estate community.

In 2009, Gieser worked on the Activities, Finance, and the Multiple Listing Service Committees for the Inland Valleys Association of REALTORS® (IVAR). In 2013, he served on the Board of Directors for IVAR and began serving as a State Director for the California Association of REALTORS® (C.A.R.).

Gieser currently serves as the 2016 IVAR President and will serve as the 2017 Regional Chair for Region 14 for C.A.R.

In late 2015, Gieser began to seriously consider opening his own brokerage. A few months later, he acted on that thought and contacted NextHome.

“I always wanted to own my own office, but I wanted it under my terms,” said Gieser. “I know that the real estate industry is incredibly competitive. But I wanted to have a brokerage based on collaboration and sharing of ideas that creates synergy between its agents.”

“As a brokerage, NextHome Citrus City will have a culture that thrives in creativity, collaboration, technology and world-class service by our agents,” adds Gieser.

When not selling real estate, Scott spends time with his wife of 13 years, Summer, their son Shane, and their Boston Terrier, Vinny. When not jetting between Shane’s T-Ball games and school activities, you will find Scott cruising around Riverside in his hot rod, a red 1955 Chevy pickup.

Please join us in welcoming Scott and the rest of the team at NextHome Citrus City 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.



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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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