



**Press Release**  
**May 31st, 2016**

**NextHome opens in the Bay Area with NextHome Generations**

*NextHome continues expansion within the state of California*

**Pleasanton, CA— May 31, 2016 —** [NextHome](#) is proud to announce our latest addition to the franchise, **NextHome Generations**. The brokerage is the 20<sup>th</sup> NextHome franchise in the state of California.

Owned and operated by local top-producing REALTOR® and broker, Jerry Tran, the Oakland-based brokerage will provide residential real estate sales and to the areas of Oakland, Emeryville, Berkeley, San Leandro, San Lorenzo, Newark, Hayward, Fremont, Union City and the rest of Alameda County.

A graduate of San Francisco State University, Tran originally sought a career in Criminal Justice after attaining his degree in May of 2011. At that time, the California Department of Real Estate (now known as CalBRE) allowed four-year degree graduates to test for their broker's license without any prior real estate experience. Tran took advantage of the opportunity and passed his broker exam in June 2011.

While looking for a brokerage to start his career, Tran was approached by his friend and REALTOR®, Kenny Truong. Truong encouraged Tran to take a look at the local brokerage he was working for.

Tran began his real estate career in September of 2011 under the brokerage firm of Michael James Real Estate. This independent brokerage allowed Tran the flexibility of running his own business with the guidance of an experienced broker.

Understanding the need for accountability and holding himself to high standards, Tran saw success from the beginning.

In his first 12 months and mainly working with buyer clients, Tran achieved 14 closed transactions sides in the ultra-competitive Oakland real estate market.

He continued building his sales career, seeing more than 25 closed transaction sides in the next two years. Tran began to see more opportunities in listing properties as he began to establish himself as one of Oakland's up and coming real estate power agents.

In 2013, Tran was presented with the opportunity to take over a local Realty World Northern California and Northern Nevada franchise location. The owner, Lorne Lenz, was relocating out of state and looked to Tran to take over his already established brokerage.



“Owning my own real estate company was always something I wanted to do, but I didn’t expect to own one so soon into my career,” said Tran. “I’ve never been one to back away from an opportunity, so I took on the challenge and have never looked back.”

Under his own brokerage, Tran increased his business over the next two years. In 2015, Tran closed 33 units for sales in excess of \$19 million – all this in a market of extremely limited real estate inventory.

As Tran began working with more and more Millennial clientele, he looked for a real estate brand that resonated with his buyers and sellers.

“I wanted a brand that had strict standards and a uniformity that a consumer would recognize as quality,” recalls Tran.

“Jerry represents a prototypical NextHome broker,” said NextHome’s Vice President of Business Development, Imran Poladi. “Jerry operates a very well run and fiscally responsible brokerage, yet has the vision and foresight as to what today’s buyer and seller expects from their agent. We couldn’t be more happy to have Jerry and his team as part of the NextHome family.”

When Tran is not working, he enjoys taking time to travel throughout the world. Over the past year, Tran has traveled to Toronto, Seattle, Portland, Pismo Beach and even Japan.

“I really want to focus on creating a great work/life balance,” said Tran. “So many in our industry think they cannot do it, but if you focus on serving your clients the right way, it can be achieved.”

Please join us in welcoming Jerry and the rest of the team at NextHome Generations 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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