



Press Release
August 16, 2016

NextHome expands in Northern California with NextHome Fox Mason
The brokerage furthers expansion in Sacramento County

Pleasanton, CA— August 16, 2016 — NextHome is proud to announce our newest addition to the franchise, **NextHome Fox Mason**. The brokerage is the 23rd NextHome franchise location in the state of California.

Based out of Sacramento, the brokerage is owned and operated by real estate veteran, Jonathan Hirai. The company is dedicated to serving the needs of residents in Sacramento, Carmichael, Elk Grove, Folsom, Fair Oaks and the surrounding Sacramento area.

A graduate of Sonoma State, Hirai immediately entered the sales force out of college. Working as a sales manager for a retail company, Hirai worked his way up the leadership ladder, eventually being promoted as the marketing director for the company. Hirai focused on building the company's relationships with both consumers and other businesses.

In 2003, Hirai moved into management of commercial buildings in San Francisco. Over the next five years, he was responsible for managing some of the most productive and visible commercial properties in the city.

While in commercial management, Hirai was exposed to many aspects of real estate - including relationships with residential real estate agents. Based on his experiences, Hirai felt there was an opportunity to provide clients with better service than he had previously experienced.

In 2008, Hirai launch his own real estate brokerage shortly after he got his real estate license. With the opening of On Realty (which later became Abaci Financial Services), Hirai excelled in providing great client service.

As the business grew, so did the need for improved service levels and tools to keep up with the changing times. Hirai felt the NextHome franchise was the perfect fit for his brokerage.

“It was truly refreshing to see a company that provided support to their franchisees in a way I had never seen before,” said Hirai. “I love the follow through NextHome provides my company as one of their franchisees. There’s no doubt I made the right choice of franchise to affiliate with.”

Please join us in welcoming Jonathan and his team at NextHome Fox Mason 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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