



**Press Release**  
**December 20, 2016**

**NextHome opens NextHome Anthem Realty in Cerritos, California**  
*The Los Angeles County brokerage represents the 30<sup>th</sup> location in the state*

**Pleasanton, CA— December 20, 2016** — NextHome is proud to announce our newest location for the franchise, **NextHome Anthem Realty**. The firm will represent the 30<sup>th</sup> location in the state of California.

The brokerage will be owned and operated by eight-year real estate broker and second-generation REALTOR®, Vincent Martinez. The Cerritos-based brokerage will provide residential real estate, commercial, property management, multi-family, and investment property services to the areas of Cerritos, Long Beach, Lakewood, Buena Park, Anaheim, Cypress and the remainder of Los Angeles and Orange Counties.

The City of Cerritos is a suburb located 30 minutes southeast of downtown Los Angeles and is home to just over 50,000 residents.

Originally, wanting to pursue a career in engineering, Martinez started his real estate career out in an unusual way.

“My mother, Mariam Martinez, has been a successful REALTOR® for many years,” said Martinez. “She built her business on taking and selling listings. She needed help, particularly in the technology of her business. So, I came on board to help her while I was still in school.”

Over the next few years, Martinez did everything he could to assist his mother in her business. From setting up her web presence, to answering phones, to helping with files, Martinez was an asset to Marian and her business.

Graduating from California State Fullerton in 2012 with a degree in Civil Engineering, a unique opportunity presented itself. As a graduate with a Bachelor’s Degree, Martinez eligible to take his real estate broker’s exam. He passed the test in mid-2012 and started his own brokerage, *Marqui Realty*, where his mother joined him shortly after.

“As a selling broker, I learned so much about the real estate business that I wasn’t a part of before,” said Martinez. “Fresh out of getting my degree, I stayed committed to education and learned as much about real estate as I could.”

In 2013, the market started shifting and that meant Martinez shifted his business as well. He moved towards helping Millennials and first-time home buyers.

“I wanted to be a resource to the first-time homebuyers,” recalls Martinez. “They often have so many questions to be answered. I wanted to help them in any way I could.”

His willingness to help others have a better understanding of real estate didn’t end with clients. Martinez grew the brokerage to nearly 50 agents in just a few years and saw sales numbers for the brokerage exceed \$70 million annually.



With that success came some struggles.

“I was putting in a lot of hours and working more than 14 hours a day to keep up,” said Martinez. “I needed to connect with a company who would be able to help me streamline some of my process and give my agents the technology needed to work for today’s client.”

Enter NextHome.

“I found NextHome featured in the California Association of REALTORS® Magazine,” said Martinez. “I looked at what the company had to offer, then I priced each tool and service out if I were to buy it myself. The package they have bundled together makes so much sense for brokers in my position. It allows my agents to be on par and often exceed our competition.”

“NextHome Anthem Realty will be focused on client care and providing a high level of real estate professionalism in our area,” adds Martinez. “Our agents are client-service oriented and we now have the franchise affiliation, support, and technology to back up our talented agents.”

When not selling real estate, Martinez spends time with his high-school sweetheart, Toni. The couple recently became engaged and will be spending most of their off time planning their upcoming wedding.

Please join us in congratulating Vincent, Marian, and the rest of the team at NextHome Anthem Realty on their brand new NextHome office!

***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. It owns the NextHome and Realty World Northern California & Northern Nevada franchise networks with over 260 offices and more than 1600 agents. The company closes over 7000 transactions annually worth over \$2.5B in volume.

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