



Press Release
December 29, 2016

NextHome Opens Brokerage in Central California
NextHome CenCal is the 31st franchisee in the state

Pleasanton, CA— December 29, 2016 — NextHome is proud to announce our newest location for the franchise, **NextHome CenCal**. The firm will represent the 31st location in the state of California.

The brokerage will be owned and operated by the husband-wife team of Anthony and Laura Fraser. The Fresno-based brokerage will provide residential real estate, commercial, multi-family, property management and investment property services to the cities of Fresno, Madera, Clovis, Sanger, Prather, Auberry, Selma, Kingsburg, and the remainder of Fresno and Merced Counties.

Anthony will oversee the operations of the brokerage, while Laura will handle the training and recruitment of new talent to the firm.

Located three hours south of the capital of Sacramento, Fresno is home to over 520,000 residents – making it the fifth largest city in the state of California.

As a 14-year veteran of the real estate business, Anthony started his career as a licensed agent handling his family's rental properties. His formation of *Bulldog Properties* in 2002, began his interest in not only handling rentals, but helping clients acquire properties for rehab and flip for profit. One of those clients he helped happened to be his future wife, Laura.

Joining him at Bulldog Properties in 2004 as a licensed real estate agent, Laura and Anthony helped clients together, yet had a natural style that fit certain demographics of clientele.

"Anthony was an incredible resource to our investors who wanted to buy property to rehab and flip or rehab and hold," recalls Laura. "I enjoyed working with first-time home buyers and move-up sellers. Over the years, our business evolved to allow us to focus on our individual strengths."

Over the course of the next 12 years, the Frasers built their sales business in excess of 40 transactions per year.

With the growth of their business, the Frasers wanted to add talented agents to their company and knew that aligning with a franchise would help them be cutting-edge and unique in the cluttered market of Fresno real estate companies.

The Frasers felt the NextHome model would be the difference in setting them apart in their local real estate market.

"We have known the NextHome leadership team for many years," said Anthony. "Knowing how forward thinking the team operates, and all the incredible tech tools the company provides, 2017 is the right time for our company to align with NextHome."



“In addition to our business, we have a focus on helping agents who are looking for a better way of doing business,” said Anthony. “Mentoring is critical to an agent’s success. It’s about taking care of their clients and making sure our agents have all the tools and skills necessary to make a difference. We believe NextHome will allow us to do that better than ever before.”

Married since 1999, the Frasers are very involved in their local community. They enjoy volunteering to help the Fresno homeless population and the couple assists the local animal rescue, specifically horses who have been abused or abandoned.

Anthony serves as a youth coach and the Frasers have recently begun working with the Big Brothers/Big Sisters program.

They have four children – Katherine (21 years old), twins Logan and Madison (17), and their youngest, Kelli (16). When not working, the family loves to spend time traveling and one of their goals of 2017 is to purchase a motorhome to travel the country.

Please join us in congratulating Anthony, Laura and the rest of the team at NextHome CenCal 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.

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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