



Press Release
July 5, 2017

NextHome expands in Southern California with NextHome Element Realty
The brokerage represents the 44th NextHome location in the state

Pleasanton, CA— July 5, 2017 — NextHome is proud to announce our latest addition to the franchise, **NextHome Element Realty**. The Simi Valley-based brokerage will be owned and operated by John Jackson.

NextHome Element Realty will provide residential real estate sales services to all areas of Ventura County including Simi Valley, Moorpark, and Thousand Oaks.

The City of Simi Valley is located 30 minutes northwest of downtown Los Angeles. Home to 125,000 residents, Simi Valley sits in the southeast corner of Ventura County and is known for being home to the Ronald Reagan Presidential Library. The Reagan Library has hosted numerous high-profile political events, including the 2012 and 2016 Republican Presidential primary debates.

Prior to real estate, Jackson inherited his family's aviation service business, where he learned how to pilot planes. Forced to drop out of college in 1987 to run the business, Jackson earned numerous certifications in the aviation industry and piloted many trips across the globe. Although he was the owner/operator for the company, he wasn't passionate about the industry and eventually moved on to a different career.

For nearly a decade, Jackson served as a Deputy Sherriff for the Los Angeles County Sherriff's Department.

Returning to school in 1992, Jackson earned his BS degree in Management from Pepperdine University.

It was the combination of conflict resolution and experience from being a sheriff, mixed in with his studies he learned as a graduate of the Management program at Pepperdine that led Jackson to following his passion for real estate.

Three years ago, Jackson joined a high-profile independent real estate brokerage in Los Angeles County. Even though he was able to jump right into real estate, it was there where he realized the fit wasn't quite right.

"Agents there had a focus and hype on money earned rather than families helped," recalls Jackson. "At the time, I was focused on helping as many people as I could with their real estate needs and those sales numbers sometimes reflected lower sales prices."



“I wanted to work at a company where helping people was more important than sales prices and awards,” added Jackson.

Knowing he intended to leave his brokerage, Jackson originally wanted to be an independent broker and not be affiliated with any company or franchise. It was a Facebook post from a friend that caught his eye about NextHome.

“I saw a post from (NextHome’s Vice President of Sales) Charis Moreno about her company and the growth of their real estate franchise,” said Jackson. “As I did research, I was drawn to the company’s support for its franchisees, technology, commitment to continual innovation that is all wrapped into an affordable model. It was a no brainer for me to purchase into the franchise.”

Jackson says NextHome Element will focus on a personal concierge-type service that isn’t often found in his real estate market.

“NextHome Element Realty will help clients buy or sell their home by providing expert guidance. Not only for the negotiation of the price and terms on the contract, but throughout the entire process so the client feel comfortable with their home buying or home selling experience,” said Jackson.

“I want our company and our agents to be the standout examples of what a REALTOR® can be – not the mediocre agent,” adds Jackson. “I want to make a difference in how people see real estate agents and how we can make a positive difference in their lives.”

Please join us in welcoming John and the rest of his team at NextHome Element Realty to the NextHome family and congratulating them on their brand new office location!

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.

###

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 300 offices and more than 2,000 agents. The company closes over 7000 transactions annually worth over \$2.5B in volume.



The names of actual companies and products mentioned herein may be the trademarks of their respective owners. Each office is an independently owned and operated business.

For more information, press:

Imran Poladi
209-470-1493
Imran@nexthome.com

For more information, sales:

Charis Moreno
925-271-9102
Charis@nexthome.com

**Additional information, announcements and press releases visit:
<http://www.nexthome.com/trending>**