



**Press Release**

**July 6, 2017**

**NextHome Tropicana Realty opens in Killeen, Texas**  
*The brokerage represents the 10<sup>th</sup> NextHome location in the state*

**Pleasanton, CA— July 6, 2017** — NextHome is proud to announce our latest addition to the franchise, **NextHome Tropicana Realty**. The brokerage will represent the tenth NextHome franchise location in the state of Texas. The brokerage will be owned and operated by 14-year real estate veteran, Eleonora Santana.

Based out of Killeen, NextHome Tropicana Realty will provide residential real estate sales services to all areas of Williamson County including Killeen, Harker Heights, Copperas Cove, and Nolanville.

Located one hour northwest of Austin, Killeen is home to 140,000 residents. Fort Hood, the largest military installation in the nation, is located in the city as well.

The brokerage will provide real estate services such as first-time home buyers, investment properties, multi-family properties, and property management. NextHome Tropicana Realty will also put a strong focus on working with military veterans and their families. With the brokerage's close proximity to Fort Hood, Santana takes pride in working with veterans in her community.

Santana started her real estate career in 2003 with a local independent brokerage. Getting her broker's license two years later, Santana opened her own brokerage – *Tropicana Realty*.

Her brokerage saw incredible growth in both her real estate sales, as well as her property management division, which currently exceeds 300 properties.

Although Santana has had a successful decade in real estate, it was her need for constant improvement that brought her to NextHome.

“Although Tropicana Realty has had a very successful ten-year run, I wanted to see what I could do to improve our services and streamline our process for our clients,” said Santana. “I want our agents to not only be the most informed professionals in our community, but I also want our agents to have the very best technology and tools to serve our community.”

As a highly populated military family city, the median age of home buyers in their market is under 30 years old. Santana wanted to find a franchise to affiliate with that would help connect to these Millennials.

“I found NextHome when I was flipping through REALTOR® Magazine,” recalls



Santana. “I researched other franchises and I found the same type of franchise everywhere else. I wanted something different and NextHome is it.”

“After spending time on the phone with (NextHome’s Vice President of Sales) Charis Moreno, I knew I was connecting with a team of real estate professionals who thought the same way I did,” added Santana. “With our brokerage’s affiliation with NextHome, we now provide everything to our agents that a buyer or seller would want in a real estate professional.”

When not selling real estate, Santana enjoys spending time with her husband of nearly five years, Sixto, and their two-year old, Alex. You will often find the Santanas in the water, as both are scuba divers. As a certified scuba diving instructor, Sixto introduced Eleanora to the sport a few years back and she fell in love with it.

Please join us in welcoming Eleanora and the rest of her team at NextHome Tropicana 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](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 300 offices and more than 2,000 agents. The company closes over 7000 transactions annually worth over \$2.5B in volume.

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