



Drop Press Release

July 14, 2017

NextHome opens NextHome KU Realty in Honolulu

NextHome opens second franchised location in Hawaii

Pleasanton, CA— July 14, 2017 — NextHome is proud to announce our latest addition to the franchise, **NextHome KU Realty**. The brokerage will represent the second NextHome franchise location opened in the state of Hawaii and will be owned and operated by 34-year veteran real estate broker, Keahi Pelayo.

Based out of Honolulu, NextHome KU Realty will provide residential real estate sales services to various areas throughout the island of Oahu including Honolulu, North Shore, Windward, East Oahu, and West Oahu.

The island of Oahu is the third largest island in the state of Hawaii and is home to nearly one million residents.

Originally from Maui, Pelayo started his real estate career in 1983 while living in California. During his ten years selling real estate in California, Pelayo focused on investment properties – particularly representing developers converting apartment complex into condominiums.

Moving back to Hawaii in 1991, he dove right into Oahu real estate. Quickly building his business, he became a top producing agent in his market. Starting with a local independent brokerage, Pelayo worked there for five years before making the move to *RE/Max* in 1995.

He originally joined as a top agent but found an opportunity to be part of the ownership team of the *RE/Max* brokerage. As the broker for *RE/Max Honolulu*, Pelayo was able to sell real estate, while leading the office in agent growth and training.

In 2004, Pelayo sold his ownership in *RE/Max Honolulu* and took over as sole owner of *RE/Max 808 Realty*. After ten years of ownership in a franchise, Pelayo made the decision to go independent and open *KU Realty*.

“I made the decision to open *KU Realty* in order to keep up with the technology changes needed in today’s landscape of client service,” said Pelayo. “Being an independent brokerage allowed me to make changes to my company.”

As an independent, Pelayo’s business continued to flourish. In 2016, Hawaii Business Magazine ranked Pelayo #26 in listings out of nearly 10,000 agents in the entire state of Hawaii.

Although he never intended to affiliate with a franchise again, it was seeing a fellow Hawaii REALTOR®’s marketing efforts that caught Pelayo’s eye.



“Joe Hogin (of NextHome Pacific Properties) had a bright, colorful and modern logo and company name,” recalls Pelayo. “I remember thinking how nice his concept looked. I did more research and found out NextHome was a franchise. The more I researched, the more I liked.”

“Ultimately, when it was all said and done, NextHome was a perfect fit for my brokerage,” added Pelayo.

Pelayo will take his nearly 34 years of real estate experience to help guide agents at NextHome KU Realty. His leadership style is a hands-on approach that many brokerages have shied away from.

“I think my experience of being in the real estate trenches everyday will definitely help agents in our brokerage,” said Pelayo. “I want them to do well and thrive in real estate and I will do everything I can to help them be successful.”

When not selling real estate, Pelayo and his wife of 26 years, Lynda, enjoy spending time on their 28 acres ranch on Oahu. Pelayo also is an avid canoer and loves competing in canoe races.

The couple has two children – daughter Lehua (age 23) and Cole (19).

Please join us in welcoming Keahi and the rest of his team at NextHome KU 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.

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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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