



**Press Release**  
**August 9, 2017**

**NextHome Franchise announces 200<sup>th</sup> Franchised Location**  
*NextHome Gulf Coast's branch location represents the franchise's newest brokerage*

**Pleasanton, CA— August 9, 2017**—NextHome is proud to announce our newest addition to the franchise, **NextHome Gulf Coast – Palm Harbor Branch**. The brokerage represents the national franchise's 200<sup>th</sup> location.

Owned and operated by real estate veteran, Tony Anderson, this is the second location for the company. Both the Palm Harbor branch, as well as the Largo-based location will provide residential real estate services to the residents of Largo, Clearwater, Clearwater Beach, Seminole, Dunedin, Safety Harbor and Palm Harbor and the surrounding Pinellas County area.

Palm Harbor is one of the most densely populated areas in the state of Florida.

Anderson opened his first NextHome location in August 2016 – office location #100 for the NextHome franchise.

“To see the franchise add an additional 100 offices in less than a year, I know that not only have aligned with the right company, but I’m also surrounded with a like-minded, supportive broker nationwide network,” said Anderson. “I joined a year ago, yet here I am, more excited than ever about the brand and where our company is headed.”

Previously working 15 years in the cellular phone industry, Anderson entered the real estate industry after delving into real estate as an investor.

Buying his first investment property in 2003, Anderson rehabbed and resold the home in just a few months. Realizing he made a substantial profit in a relatively short period of time, Anderson left his job in the cellular phone business and purchased six properties over the next three years – turning all of them for a profit.

In late 2005, Anderson made the decision to immerse himself completely in real estate by getting his real estate license and representing himself on his purchases.

The following year, the real estate market saw significant shifts in values. Anderson held off purchasing properties and turned his focus to working with buyers and sellers. He eventually connected with a foreclosure listing agent, where he learned the methods of selling foreclosure properties.

From 2008 until late 2012, Anderson worked for a REO real estate broker and honed his skills in negotiation and client services. It was during this time Anderson realized it was about working smarter – not harder.



“Looking at the real estate landscape, it was quite obvious that leverage was key in creating a sustainable business,” said Anderson.

In 2012, Anderson accepted the position of manager for the Largo-based brokerage. Under his leadership, he was able to grow the company from a single agent brokerage to over 30 agents in less than three years. His success led to his promotion in 2016, where he was appointed the managing broker for the company’s expansion location in Clearwater, FL.

In mid-2016, Anderson felt the need to consider his options. Opening his own brokerage made the most sense and NextHome was a franchise Anderson had been watching on for some time.

“I kept seeing the NextHome real estate signs showing up in various neighborhoods in Florida,” recalls Anderson. “As I found out more about the company, I realized it would be the perfect franchise to align my new brokerage with.”

When not selling real estate, Anderson loves to spend time with his wife, Peppy. After enjoying 16 years together, the couple was recently married in April of 2016. They enjoy traveling and have recently visited Europe.

We are incredibly proud to have Tony and his team at NextHome Gulf Coast as part of the NextHome family. Congratulations to the announcement of their second 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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