



Press Release
August 16, 2017

NextHome Boutique Realty opens in Pembroke Pines, Florida
The brokerage represents the 32nd NextHome location in the state

Pleasanton, CA— August 16, 2017 — NextHome is proud to announce our newest addition to the franchise, **NextHome Boutique Realty**. The brokerage is the 32nd NextHome franchised location in the state of Florida. The company will be owned and operated by real estate veteran, Paul Herman.

Based in Pembroke Pines, NextHome Boutique Realty will provide real estate services such as single family residential sales, commercial, multi-units, luxury, move-up, and new home development.

The brokerage will help buyers and sellers in all areas of Broward County – including Pembroke Pines, Davie, Cooper City, and Weston.

With nearly 20 years of experience in real estate, Herman is excited about the opportunity to open and run his own brokerage.

A graduate of the University of Florida with a degree in Construction Management in 1999, Herman started in real estate immediately following college. He worked for several high-end real estate developers as the construction and purchasing manager for various projects.

“I was put in charge of analyzing and evaluating different materials and finishes used for new homes,” said Herman. “As the buyer for these items, I learned a lot about construction costs and quality of materials, as well as how to create the best value for properties.”

After several years in this role, Herman returned to the University of Florida, where he earned his Master’s Degree in Real Estate.

Herman worked as a Purchasing Manager for many of the region’s top home builders, such as *Toll Brothers* and *DR Horton*, after completing his Master’s Degree. In charge of acquisitions, he was responsible for finding and analyzing land deals for purchase and development.

Once a piece of land was acquired, Herman would be responsible for purchasing materials for building, negotiating trade contracts, and hiring sub-contractors to complete construction.



“While it was a lot of responsibilities, I feel that by being involved in all aspects of home building I was able to really understand what went into a home and what features buyers were looking for,” said Herman.

In 2013, Herman took over as the Operations & Development Manager for *The Preserve at Emerald Hills* – a 117 unit high-end community located in Hollywood, FL. Responsible for all aspects of the community, such as the development, construction, and sales, Herman felt it was the perfect time to fulfill his dream of owning a brokerage.

“I’ve had a great opportunity to learn and build my expertise over my career, but I have always done the work for other companies,” said Herman. “I want to pursue my dream of owning my own brokerage and 2017 was the perfect opportunity to do so.”

As a small business owner, Herman liked the flexibility the NextHome franchise provided for his new company.

“Our affiliation with NextHome allows us to operate as a boutique brokerage, yet have an established and growing real estate brand backing us up,” said Herman.

When not selling real estate, Herman spends time with family. He and his wife of ten years, Alison, have two daughters – Bondi (age 7) and Bryce (2).

Please join us in congratulating Paul and the rest of the team at NextHome Boutique Realty on opening 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 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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