



Press Release
October 4th, 2017

The NextHome franchise opens 33rd Florida location
NextHome Excellence opens in Sarasota, FL

Pleasanton, CA— October 4th, 2017 — [NextHome](#) is proud to announce our latest addition to the franchise, **NextHome Excellence**. The brokerage represents the 33rd NextHome franchise location opened in the state of Florida.

NextHome Excellence will be owned and operated by the husband/wife team of veteran REALTORS®, Alex and Stevie Krumm. The Sarasota-based brokerage will service the cities of Sarasota, Bradenton, Venice, Englewood, Osprey, Nokomis, and the remainder of the Sarasota and Manatee Counties.

Alex will serve as the brokerage's Broker of Record, while Stevie will operate as the Chief Executive Officer.

NextHome Excellence will assist clients with buyer and seller real estate services for single family residences, investment properties, luxury homes, and seasonal sales. The company will also continue with their ever-growing property management division – a portfolio that has grown to service more than 40 properties in the Sarasota area.

With Stevie licensed since 2004 and Alex licensed since 2006, the Krumms bring significant experience to their new brokerage. Starting out in property management, Stevie began her real estate career with a local management company, *Mt. Vernon Property Management*.

As Stevie built her property management portfolio, she made the move to a different real estate company in 2005 – one where Alex's mother worked at. While Alex had no initial intention of following in the footsteps of his mother as a REALTOR®, it was the purchase of their first home that brought Alex in.

"When Stevie and I bought our first home, that really sparked an interest to me," said the second-generation REALTOR®. "We were able to experience first-hand the emotional ups and downs of buying a house. I felt like it was a rewarding career that I could get into and help others find their perfect home."

Starting with *RE/Max Alliance* in Sarasota, Alex built his career during one of the worst real estate markets in recent history.

"The recession that started in 2007 affected so many residents in our community," recalls Alex. "Stevie was busy as many homeowners were looking for rentals and I was busy helping the many homeowners who had to short sale their home. It was a very tough time for Sarasota residents and we did everything we could to help them during a difficult time in their lives."



In 2012, when the market shifted, the Krumms focused on targeted marketing and were one of the first REALTORS® in the Sarasota market to use Facebook targeted ads. They successfully gained market share and closed 72 transactions that year.

As their business grew, they knew they needed to focus on listings. In 2013, they added a buyer's agent, Alex's brother Andrew, to assist with the buyer leads that came in on their property listings. A year later, the Krumms added three additional agents to help with clients.

The team has consistently been a top producing sales powerhouse selling as many as 75 homes annually. Today, the team focuses on inbound marketing as part of their business strategy. This streamlined business model will allow Alex to move towards a full time managerial role on the team.

When not selling real estate, Alex devotes time to the local REALTOR® Associations. He has served as a Director for the Sarasota & Manatee Counties Association of REALTORS® for the past four years and currently serves as the Chair for the Professional Development Committee. Alex has also been a member of the Political Action Advisory Committee.

In 2017, the Krumms made the decision to open their own brokerage. As personal friends of NextHome's Vice President of Business Development, Imran Poladi, they were able to see the growth of the NextHome franchise since the beginning.

"We always knew NextHome was a great fit for what we would be looking for in a franchise affiliation," said Alex. "Stevie and I knew that when the children were a little older, we would pursue our dream of owning our own company."

The couple have one priority above all else – be great parents. With both Stevie and Alex being musicians, they added their passion for music when it came to naming their children.

They have four children – son Dylan (age 7), and daughters Presley (5), Marley (3), and Halen (1). Dylan has already started playing the drums and Presley has taken a liking to the piano and singing.

The Krumms are huge Florida State University fans and you'll often find them watching college football and rooting for their Seminoles.

Please join us in congratulating Stevie, Alex, and the team at NextHome Excellence for the opening of their 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 online. It owns the NextHome and Realty World Northern California & Northern Nevada franchise networks with over 300 offices and more than 2,500 agents. The company closes over 6,000 transactions annually worth over \$2.5B in volume.

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