



Press Release
November 7, 2017

The NextHome franchise expands in Scottsdale, Arizona
NextHome Modern Market is the fifth Arizona office launched for the franchise

Pleasanton, CA — November 7, 2017 — NextHome is proud to announce our newest addition to the franchise, **NextHome Modern Market**. This new brokerage represents the fifth office location opened in Arizona by the NextHome franchise.

The Scottsdale area-based brokerage will be owned and operated by Scott and Clare LeForce. Clare will head up the entire sales division for the brokerage, while Scott will handle all marketing for the company and the day-to-day operations of the company.

NextHome Modern Market will service the cities of Scottsdale, Carefree, Cave Creek, and the remainder of the Phoenix metropolitan area – which is home to nearly 1.7 million residents. The company will provide many different residential services for both buyers and sellers such as first-time home buyers, investor purchases, move-up buyers, luxury sales, land sales, and multi-family properties.

This is the first of three NextHome offices opened by the LeForces. Two more upcoming locations will be announced in the Northern California area.

Scottsdale is located 30 minutes east of Phoenix and home to approximately 250,000 residents. With over 7.5 million people coming to visit the Scottsdale area annually, the city ranks as one of the most popular travel destinations in the Southwest United States.

Starting her real estate career in the mortgage industry in 1989, Clare worked for Western Colonial Mortgage. Over the next five years, she grew her business to be one of the top loan officers in the area. Although successful, Clare found herself wanting to move to the sales side of the business to align with her passion of helping people purchase the home.

“One of the best things I could have ever done for my career was to have started in mortgage first,” recalls Clare. “Having the full understanding of the finance side of the business really allowed me to have a significant advantage when it came to helping buyers understand the full process of purchasing a home.”

In 1995, Clare started as a REALTOR® with *Realty World - Corral Hollow* in Tracy, CA. She built a business that grew to the point where she needed more than just herself to handle the volume.



She started her team, The C.A.R.E. Team, which sold more than \$25 million annually. Clare was recognized as one of the top selling REALTORS® in the entire San Joaquin Valley.

“Our team worked extremely hard to help as many families as possible,” recalls Clare. “I could not have done it without their help and dedication.”

In 2001, Clare opened her own brokerage, *Realty World – Providence* based out of Tracy, CA. In addition to traditional sales, she built relationships with various national banks who needed help selling their foreclosed properties.

With the San Joaquin Valley being one of the hardest hit areas of the nation during the recession of 2007 - 2011, Clare and her team sold more than 100 homes annually during that period.

“It was very difficult to see so many of our residents being displaced at that time,” said Clare. “But it also did allow many first-time home buyers to purchase properties at an affordable price. Many of these buyers we helped during those years are still homeowners today.”

In 2009, Clare and Scott expanded to a second location in Discovery Bay, CA to service the Contra Costa County area, as well.

After 15 years in the Central Valley of California, Scott and Clare relocated to Scottsdale in 2016. Continuing to own and run their business in California, the ability to open an office in Scottsdale was too good of an opportunity to pass up.

“When Scott and I decided where we wanted to relocate to, we wanted a place that fit our lifestyle,” said Clare. “With the great weather, the community culture, proximity to an international airport, and so many things to do in Scottsdale, it was an easy choice.”

“When we moved here, it made so much sense for me to continue to sell real estate – especially in an area we have fallen in love with. Real estate is in my blood and I just love helping people find their perfect place to live,” added Clare.

Please join us in welcoming Scott, Clare, and the rest of the team at NextHome Modern Market to the NextHome family!

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 325 offices and more than 2,200 agents. The company closes over 9,000 transactions annually worth over \$3.2 Billion in volume.

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