



Press Release
December 5, 2017

NextHome Z House Realty launches in Orlando, Florida
The 30-agent brokerage is one of the largest NextHome offices in the state

Pleasanton, CA— December 5, 2017 — NextHome is proud to announce our newest addition to the franchise, **NextHome Z House Realty**. The brokerage represents the 35th location opened in Florida for the NextHome franchise.

The company will be owned by three partners – Janice Ziesig, who will serve as President and Qualifying Broker for the company, her mother Carol Ziesig who will assist with sales and running the company’s property management division, and Wendy Cowan, who will also help run sales and handle agent relations. Janice’s daughter, Carlisle, also works at the brokerage as the Marketing Administrator.

Based in east Orlando, NextHome Z House Realty will provide real estate services such as single family residential sales, commercial, land sales, multi-family, second home purchase and sales, new construction, and property management to the cities of Oviedo, Winter Springs, St. Cloud, Kissimmee, and the remainder of the greater Orlando Metropolitan area. With over 2 million residents in the Orlando Metropolitan area, NextHome Z House Realty’s 30 agent brokerage is positioned to serve the community.

As home to the University of Central Florida (UCF), the area of east Orlando is seeing an increase in home sales with many families purchasing homes for UCF students rather than paying the high rents in the area.

The original *Z House Realty* brokerage was formed in 2007 when Janice left the local independent brokerage she was working at to start her own real estate company. Starting her brokerage with a team of 13 associates, *Z House Realty* closed over \$11 million in sales in the first year.

In 2008, the market crash affected most of the United States. Orlando was one of the hardest hit areas in the nation. By adapting quickly and pivoting business focus, Janice positioned her brokerage to service the needs of her community.

Seeing foreclosures popping up daily, Janice started a bus tour that took potential buyers throughout town. This tour provided education about buying foreclosures and what the process would be like. By educating these buyers, Janice felt they were more at ease about buying and created a strong bond between Z House Realty agents and their clients.

This focus on education to buyers caught the attention of a national audience. This resulted in interviews with news outlets such as *The Associated Press* and *Fox News*.



“As a young brokerage, we were able to leverage that exposure to build our company,” recalled Janice.

As the market shifted positively, *Z House Realty* shifted as well. New construction projects grew and the team developed strong business relationships with regional and national home builders – relationships that still exist today.

In 2017, Janice and the leadership team wanted to provide more technology and marketing support for their agents, but had no intention of franchising.

“We never thought of franchising, but as we looked for the right tech to help our agents be better, NextHome really stood out in the crowded real estate franchise market,” said Janice. “We were already doing a pretty good job of marketing and technology, but the addition of NextHome to Z House Realty puts us in a great position in our market.”

Janice best describes NextHome Z House Realty as a brokerage that “is tech-savvy and full of tools for their agents, but has leadership that is always available to help agents in a family-friendly synergistic company.”

“Agents can expect help not just from myself, Carol, or Wendy, but from other agents in the brokerage,” added Janice. “Agents will see support from every person at the company.”

When not selling real estate, Janice and Carlisle love spending time visiting the various theme parks throughout Florida and go to Universal Studios and Disney World as often as possible.

Please join us in congratulating Janice, Carol, Wendy and the rest of the team at NextHome Z House Realty on the opening of their brand new NextHome office in Orlando, FL!

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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