



Press Release
February 2, 2018

The NextHome franchise opens office in Ewing, New Jersey
Jonathan Lamond opens NextHome Essential Realty

Pleasanton, CA— February 2, 2018— NextHome is proud to announce our newest addition to the franchise, **NextHome Essential Realty**. The brokerage represents the fourth location opened in New Jersey for the NextHome franchise.

Based in Ewing, the company will be owned and operated by real estate broker, Jonathan Lamond. NextHome Essential Realty will provide real estate services such as single family residential sales, first-time home buyers, multi-family properties, commercial and investment sales to the areas of Ewing, Pennington, Hopewell, Lawrence, Princeton, and the remainder of Mercer County.

After a career in owning and operating daycare centers, Lamond started his real estate journey in 2007 with *Long and Foster Real Estate* in Ewing as a part time agent while still running his daycare businesses.

In 2013, Lamond turned to real estate full time and made the move to *Weichert Realtors* in Princeton, NJ. Working with a defined business plan, Lamond followed a detailed blueprint and saw immediate results with sales of more than 40 transactions closed annually.

In 2015, Lamond agreed to become the Assistant Manager for the office. A year later, he accepted the position of Manager for the *Weichert Realtors* office in East Winsor, NJ.

Over the course of two years under his leadership and mentoring, Lamond was able to grow the office to in excess of 40 agents.

“I loved mentoring and helping our agents reach their potential,” said Lamond. “After being able to run an office as a manager for a few years, I was ready to look into opening my own brokerage.”

Lamond has known one of the existing NextHome franchisees, Chris Bowes, for over 25 years. Both men grew up in the New Jersey area and have been friends ever since. When Bowes started **NextHome Hilton Head** in South Carolina in 2015, Lamond kept his eye on the company.

Bowes encouraged Lamond to look into franchising with NextHome. After researching the franchise and talking with NextHome’s Vice President of Sales Charis Moreno, Lamond decided to affiliate with the company.



“Turning my brokerage into NextHome Essential Realty has been a great experience,” said Lamond. “The franchise provides so much value and I wanted to be a part of a company where I could bring these tools and tech to my agents. After I saw everything that was provided, it just felt right.”

When not selling real estate, Lamond gives back to his community. He has been a volunteer for many years at the local no-kill animal shelter, as well as sitting on the Board of Directors for *The Hopewell Valley Education Foundation*.

Lamond has been married for 18 years to his wife, Mara. The couple have two children – Chloe (age 14) and an aspiring actress; and Ellie (age 12) who is into art and sports.

Please join us in congratulating Jonathan and the rest of the team at NextHome Essential Realty on the opening of their brand new NextHome office in Ewing, NJ!

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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