



Press Release
February 28, 2018

NextHome Priority launches in Stevens Point, Wisconsin
Three top producing agents partner to open brokerage

Pleasanton, CA — February 28, 2018 — NextHome is proud to announce our newest addition to the franchise, **NextHome Priority**. The brokerage represents the sixth location opened in the state of Wisconsin for the NextHome franchise.

Based in Stevens Point, the company will be owned and operated by top-producing REALTORS® Holly Carter, Josh Zimmerman, and Michael Kurylak. Carter will handle the brokerage's marketing and administrative responsibilities, Zimmerman will handle all financials for the company, and Kurylak will be responsible for all training for the agents in the office.

NextHome Priority will provide real estate services such as single-family residential sales, first-time home buyers, multi-family properties, commercial, relocation, and land sales for the cities of Stevens Point, Clover, Amherst, Custer, Mosinee, Almond and the remainder of Portage, Marathon, Waupaca, Waushara and Wood counties.

Stevens Point is located approximately 90 minutes west of Green Bay and is home to just under 30,000 residents. The city is the most populated in Portage County.

The three business partners have known each other for some time and have been intertwined in the real estate business for years.

Licensed since 2005, Kurylak started his career with a local regional brokerage. He quickly built a strong business, becoming one of the top REALTORS® in the area.

Zimmerman started his real estate career in 2010, working for a nationally franchised office in Stevens Point. A very successful REALTOR® in his own right, Zimmerman was selling a lot of houses and needed some assistance with keeping up with the growth in sales.

Kurylak met Carter when she was a client of his. As her REALTOR®, he helped her purchase a home. After buying her home, she had interest in becoming an agent herself. In 2012, she got her real estate license and began selling at the same brokerage as Zimmerman.

After a short time working together and realizing the benefits of working together, Carter and Zimmerman formed a team – *Point Realty Group*, where they built the team to eight agents.



Even though Kurylak was at a different brokerage than Carter and Zimmerman, they all worked in the same market and respected one other’s business acumen.

As all three looked at 2018 as a time to go out on their own and open their own companies, the idea of working together as three business partners began to form.

In 2017, Kurylak’s team sold more than 65 transactions and *Point Realty Group* sold more than 135 transactions. They represent two of the Top 10 teams in their MLS from the two top offices in the area.

“It just made sense for us to partner together,” said Kurylak.

“Josh and I initially started the discussion with Michael about opening a brokerage,” said Carter. “We respect what he has done over the course of his career and thought he would be the perfect business partner.”

“When we first started talking about opening a company, we wanted to have an updated, modern feel rather than some of the tired trends that we have all seen before,” said Zimmerman. “Michael told us about a few agents he knew who had left to start a NextHome franchised office.”

“As we researched more about NextHome, we saw that everything was all in one place and we didn’t have to go to looking for the technology we wanted,” added Kurylak.

The partners say that NextHome Priority will focus on innovation and have a forward-thinking mentality when it comes to all things real estate. With world-class marketing with a local feel, the brokerage will provide a proactive approach to real estate.

Please join us in congratulating Michael, Holly, Josh, and the rest of the team at NextHome Priority on the opening of their brand new NextHome office in Stevens Point, WI!

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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For more information, press:

Imran Poladi
209-470-1493
Imran@nexthome.com

For more information, sales:

Charis Moreno
925-271-9102
Charis@nexthome.com

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