



**Press Release**  
**March 8, 2018**

**NextHome launches new location in Milwaukee, Wisconsin**  
*NextHome My Way is the newest NextHome franchised office*

**Pleasanton, CA — March 8, 2018** — NextHome is proud to announce our newest addition to the franchise, **NextHome My Way**. The brokerage represents the seventh location opened in the state of Wisconsin for the NextHome franchise.

Based in Milwaukee, the company will be owned and operated by business partners Pedro Rivera and Angel Pabon. The top-producing REALTORS® will each have specific roles within the company. Rivera will serve as the CEO and handle the day-to-day operations for the company, while Pabon will handle transaction supervision as the Broker of Record. They will be joined by team members Jose Torres and Robert Figueroa.

The brokerage will provide real estate services such as single-family residential sales, first-time home buyers, investment, luxury, condos, relocation, land deals, and military/veteran services to the Metro Milwaukee area as well as coverage throughout Milwaukee, Racine, and Waukesha counties.

Established in 1846, Milwaukee is the most populated city in the state of Wisconsin. With more than 600,000 residents in the city and nearly 1.5 million people in the metropolitan Milwaukee area, the City of Milwaukee is the 31<sup>st</sup> largest city in the United States.

The business partners met through collaboration in previous business dealings. Even though Pabon has been licensed since 2015 and Rivera since 2016, they have quickly excelled in real estate due to their vast business knowledge from their previous careers.

Rivera has an extensive background in the IT field, specializing in marketing and graphic design. Pabon worked for many years as a promoter and high-level representation for musical artists.

Both men worked at *Century 21 Affiliated* in Wauwatosa, WI. During that time, they both sold a lot of real estate with Pabon selling an incredible 50 transactions in his first year. The high volume of sales earned Pabon the award for *Rookie of the Year* for the company.

When Rivera joined the brokerage in 2017, he teamed with Pabon, as they built a sales team of four members named "*My Team of REALTORS®*." In 2017, the team sold 71 transactions.



With a well-rounded team using expert marketing, online advertising and local connections, Pabon and Rivera felt 2018 was the right time to go out on their own and open their own brokerage.

“We wanted to expand and grow,” said Rivera. “The model at the brokerage where we were couldn’t support what we were looking to do, so it made sense for us to go out on our own.”

“We loved the high-level technology NextHome provided us,” added Pabon. “The value we received as brokers far exceeded the cost involved with joining a franchise. We can’t wait to bring the NextHome My Way brand to the Milwaukee community.”

When not selling real estate, both men focus on spending time with their families.

Rivera and his fiancé, Jexayra, have four children aged 10 months to 8 years. He enjoys cooking and being a father. Pabon and his wife, Esther, also have four children – ages 10 to 17. Pabon describes himself as an admitted workaholic, but never at the expense of being there for the family.

Please join us in congratulating Pedro, Angel, and the rest of the team at NextHome My Way on the opening of their brand new NextHome office in Milwaukee, WI!

***Interested in being a part of the NextHome Real Estate Franchise? Contact VP of Sales Charis Moreno at [Charis@NextHome.com](mailto: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.

*The names of actual companies and products mentioned herein may be the trademarks of their respective owners. Each office is an independently owned and operated business.*

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