



**Press Release**

**May 9, 2018**

**NextHome opens new office in Raleigh, North Carolina**

*NextHome The Ideal Group is the newest NextHome franchisee*

**Pleasanton, CA — May 9, 2018** — NextHome is proud to announce our newest addition to the franchise, **NextHome The Ideal Group**. The brokerage represents the 13<sup>th</sup> location opened in the state of North Carolina for the NextHome franchise.

Based in Raleigh, the company will be owned and operated by real estate broker, Mark Anderson. The brokerage will provide real estate services such as single-family residential sales, first-time home buyers, investment, luxury, multi-family properties, and new home sales to the communities of Raleigh, Durham, Cary, Wake Forest, Holly Springs, Fuquay and the remainder of the greater Raleigh metropolitan area.

As the capital of North Carolina, Raleigh is home to approximately a half million residents. The city is the second largest in the state behind the city of Charlotte.

Starting real estate in 2006, Mark has begun his career working in auctions with Real Estate Owned (REO) foreclosure properties. Over a period of three years, he worked with bank asset managers and participated in selling off foreclosed homes that were taken back by the bank.

In 2009, Mark moved to a more traditional approach to selling real estate. He moved to a local independent brokerage and sold as a REALTOR®. Over the next five years, Mark not only sold single family residences for sellers and buyers, but also focused on working with hedge funds in acquiring properties for long term hold and rental.

As his business grew to see more than 100 transactions annually, it made a lot of sense to go out on his own and open a brokerage. In 2013, he opened *The Ideal Group*. From December 2013 to December 2017, The Ideal Group has closed more than 900 transactions to the tune of more than \$117 million in sales volume.

In late 2017, Mark made the decision to diversify his business model and become less reliant on hedge fund business. Seeing the need for more tools and services to provide his agents, Mark joined the NextHome franchise.

“I checked with various franchises, but found NextHome to have everything that I wanted in a partnership,” recalls Mark. “NextHome’s VP of Sales Charis Moreno was the deciding factor for me. Her knowledge of what today’s brokerage would need to be successful really impressed me.”



“After coming out to meet the team in California, I texted my wife Wendy “This is where we are supposed to be,” he added.

NextHome The Ideal Group will be focused on having career-oriented REALTORS® who want to provide better service and technology than the competition.

In addition to the sales the brokerage provides, Mark and the team give back to the community they serve. He’s involved in his local church and has participated in local *Habitat For Humanity* home building events for those in low income areas.

Mark and Wendy have been married for 20 years and have two daughters – Makenzie (age 11) and Ashlyn (7). The Andersons love all outdoor activities including lake swimming and tubing.

Please join us in congratulating Mark and the rest of the team at **NextHome The Ideal Group** on the opening of their brand new NextHome office in Raleigh, NC!

***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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