



Press Release
June 5, 2018

NextHome Yvette Sloan Opens Second Location
Franchisee expands in Lake County, California

Pleasanton, CA — June 5, 2016 — NextHome is proud to announce our latest addition to the franchise, **NextHome Yvette Sloan**. The brokerage represents the second NextHome location for Broker Owner and top-producing REALTOR® Yvette Sloan.

The Lakeport-based brokerage will provide residential and commercial real estate services to the areas of Middletown, Kelseyville, Clearlake, Lakeport, Hidden Valley Lake, and the remainder of Lake County.

Lake County is one of the most beautiful, yet affordable places to live in Northern California. Noted for its clean air and the beautiful waters of Clear Lake, the community sits north of the San Francisco Bay Area.

As a veteran of the insurance industry, Sloan got her start in real estate in 2003 after realizing she no longer wanted to work in a field that required her to sit behind a desk.

“I wanted to enjoy what I did for a living,” recalled Sloan. “Sitting behind a desk, working in insurance no longer appealed to me.”

She joined Century 21 House of Realty (now known as Century 21 North Bay Alliance) as an assistant to the #1 agent in the area, Suzette Bodiot, and her team. As a member of the team, Sloan had a front row seat to learn from one of the best agents in the area.

In 2006, Sloan made the decision to stay at the company, but become a solo agent. The market shifted later the same year and Sloan adjusted accordingly. She began focusing on helping those in the community with loan modifications, short sales, and families relocating when foreclosure was upon them.

As the market began to improve, Sloan made the move to Morgan Lane Real Estate in 2009. Her expertise in distressed properties created the confidence in banks to list their foreclosed properties with her.

Over the next seven years, Sloan saw significant increases in her business year-over-year. With over \$7 million in closed sales volume and 34 transactional sides closed, Sloan was recognized as one of the top agents in her area.

Additionally, in 2015, she was named REALTOR® of the Year by her local Board of REALTORS®.

While Sloan continued her successful sales career as an independent broker, high producing and motivated agents asked if they could be a part of her dynamic brokerage.



Originally not wanting to take on agents, Sloan realized she could provide local agents an opportunity to work at a forward-thinking brokerage with a hands-on leader. Since opening her company in early 2016, Sloan has been systematically adding talented REALTORS® to the team.

Sloan found out about the NextHome brand as many interested real estate brokerage owners do – through an existing, successful NextHome broker.

“While attending a C.A.R. meeting in Anaheim, I met Melia Campbell (owner of NextHome Campbell Realty),” said Sloan. “We got to talking about her switchover to the NextHome brand and how it positively affected her business. After researching the company, I knew this was a fantastic opportunity to convert our brokerage to NextHome and be high tech and high touch with our clients.”

In 2017, Sloan had her best year ever. Ranked as the #1 agent in Lake County, she closed more sales than anyone in her market. Her office was ranked #8 in the county for listings and #6 in buyer represented sides.

“With us growing our market share and bringing on two talented agents (Trista Fossa and Veronica Baylor), it was the right time to expand into a second location,” said Sloan.

Sloan loves being a part of the community and proves it with her volunteer work. She served as an elected Board Member of the Middletown Unified School District from 2007 until 2014. Sloan also was the President of the Middletown Merchants Board – an organization committed to helping local small businesses.

In addition to her service in town, Sloan also gives back to the real estate community. Sloan has served as a Director for the California Association of REALTORS® since 2014. She has also been on the Lake County Board of Directors since 2013 and served as the President of her Board in 2015.

When not selling real estate, Sloan enjoys spending time with Bruce, her husband of 25 years, and two children – their son, Justin (26) and their daughter, Taylor (24). In between real estate deals, the couple loves to spend time outdoors in their motorhome and playing with their two dogs, Buddy and Bella.

Please join us in congratulating Yvette and the rest of the team at NextHome Yvette Sloan on their second NextHome location!

Interested in being a part of the NextHome Real Estate Franchise? Contact VP of Sales Charis Moreno at Charis@NextHome.com.

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