



Press Release

July 17, 2018

NextHome Presidential Realty launches in Hallandale Beach, Florida

Laura Solis opens the newest NextHome franchised office

Pleasanton, CA — July 17, 2018 — NextHome is proud to announce our newest addition to the franchise, **NextHome Presidential Realty**. The brokerage represents the 42nd location opened in the state of Florida for the NextHome franchise.

The office will be owned and operated by top-producing broker, Laura Solis. She will be joined on the leadership team by Sally Conner who will serve as the brokerage's REO (Real Estate Owned – foreclosure) Manager. The two have worked alongside each other for more than 20 years.

Based out of Hallandale Beach, NextHome Presidential Realty will provide real estate services to buyers and sellers such as single-family residential sales, first-time home buyers, investment, multi-family properties, foreclosure properties, second homes, vacation homes, and condominiums for the areas of Hallandale Beach, Pembroke Pines, Miramar and the remainder of the Fort Lauderdale metropolitan area. The brokerage will serve clients in both English and Spanish.

Centrally located between Miami and Hollywood, Hallandale Beach is home to more than 35,000 residents. The city has been recognized as one of the fastest growing cities in Broward County.

With more than 25 years in real estate, Laura has been one of the top-selling REALTORS® of her area for some time. Starting her career in Elizabeth, New Jersey, she worked in the rental division for *Weichert Realtors*.

In 1995, she made the move to Hollywood, Florida and focused on her work as an investor. Over the next five years, Laura purchased and rehabbed properties throughout the area.

Seeing the opportunity to sell the inventory herself, Laura opened her own brokerage in 2000 – *Presidential Realty*. The brokerage grew to more than 20 agents and even opened a mortgage division, which Sally was in charge of.

In 2007-2008, Laura saw the change in the market happening. As the economy started to struggle, she shifted her business to focus on foreclosures and pivoted with the market.

"I saw what was headed our way, so Sally and I downsized the business," said Laura. "We closed the mortgage division and turned our attention to working with banks to help them sell their foreclosures."

Presidential Realty picked up accounts with companies such as *IndyMac*, *Ocwen*, *Freddie Mac*, *Countrywide*, and *One West Bank*.



Laura was first introduced to the NextHome franchise while attending the 2017 *Inman Connect Conference* in San Francisco. It was there where she saw a presentation by NextHome Chief Executive Officer, James Dwiggins.

“I really enjoyed his presentation and liked the vibe of the company,” she said. “I had previously been approached by other franchises, but NextHome was different. I really liked what I saw.”

Interestingly enough, it was a post on Facebook that made the difference.

Laura posted in a Facebook real estate forum and asked what people thought about NextHome. Answers were coming in from all sides. More than 100 responses by NextHome agents, affiliates and even non-NextHome agents all said the same thing – NextHome was a great company to be affiliated with.

“There was not one negative comment about NextHome in the entire comment section,” recalled Laura.

Laura said NextHome Presidential Realty’s focus for the remainder of 2018 is to continue diversifying the business to add more traditional transactions to their already successful foreclosure business. Already closing more than 50 properties annually, Laura is ready to see the brokerage reach new heights.

Sally’s additional leadership will be a big part of it.

With more than 30 years of experience working in physical therapy, Sally will provide guidance in working with those with disabilities. Her evaluation of properties to accommodate those with needs will be a differentiator in their local market.

NextHome Presidential Realty held their Grand Opening in June 2018 with many local residents joining them for the festivities.

Please join us in congratulating Laura, Sally, and the rest of the team at NextHome Presidential Realty on the opening of their new NextHome office in Hallandale Beach, FL!

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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About NextHome, Inc.

NextHome, Inc. is an independently owned national franchisor with a focus on changing the way consumers work with local agents and shop for real estate online. It owns the NextHome and Realty World Northern California & Northern Nevada franchise networks with over 400 offices and more than 3,000 agents. The company closes over 14,000 transactions annually worth over \$4.6B in volume.

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