



Press Release
August 7, 2018

NextHome Real Estate Dogs opens in Orange County, California *Jerry Salyers launches his new office in Irvine, CA*

Pleasanton, CA — August 7, 2018 — NextHome is proud to announce our newest addition to the franchise, **NextHome Real Estate Dogs**. Thirty-year real estate veteran Jerry Salyers will be the owner and operator for the brokerage. The company represents the 58th office location opened in the state of California for the NextHome franchise.

NextHome Real Estate Dogs will provide real estate services such as single-family residential sales, first-time home buyers, and investment properties to the areas of Irvine, Newport Beach, Costa Mesa, Mission Viejo, Aliso Viejo, and the remainder of Orange County.

The city of Irvine is a master-planned community developed by the private real estate development company, *The Irvine Company*. They started building in the 1960's and by 1971, the community was formally incorporated as a city. Irvine has a population of just over 260,000 residents.

Licensed since the 1980's, Jerry has done it all in the real estate industry. From owning a mortgage company to working for a new home builder to providing a development company consulting work for apartment and condo conversions, Jerry has seen most anything in real estate.

Since 2016, Jerry has owned and operated *Salyers Home Design & Staging*, a staging consulting business. Staging over 30 properties a year, *Salyers Home Design & Staging* mainly helps new home builders set their new homes to make buyers fall in love with the floor plans and layouts.

Over the past two years, Jerry had expanded his business to not only serve new home builders, but REALTORS® in the area as well. Realizing some agents could improve on the marketing of their listings, Jerry saw an opportunity he would like to be a part of.

"I've worked with agents marketing homes and business prospecting for some time now," said Jerry. "I see what they could be doing better and how a brokerage with support to help these agents could really do well in our local market."

Jerry first found NextHome like many brokers do – via REALTOR® Magazine and the Franchise Comparison Report. After further research, he contacted NextHome's VP of Sales, Charis Moreno, and found her leadership approach and non-pressure attitude to be a refreshing difference in a world of pushy salespeople.



Although Jerry found NextHome to be the right fit for his brokerage, he was not always a fan of franchises.

“Previous to partnering with NextHome, I found franchises to block creativity of the business,” said Jerry. “But after researching NextHome and seeing the focus on great looking marketing as well as the completeness of the brokerage services, I think the franchise is unique to real estate.”

“NextHome has done what I would have done if I started my own franchise,” he added with a laugh.

Born and raised in Southern California, Jerry is a father to three daughters in their thirties – Katherine, Lauren and Stephanie. He enjoys golfing and going to sporting events, especially football. He describes himself as a huge Denver Broncos fan. Jerry is also an accomplished screenwriter and poet and has several projects in development.

Please join us in congratulating Jerry and the rest of the team at NextHome Real Estate Dogs on the opening of their new NextHome office in Irvine, CA!

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 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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