



**Press Release**  
**August 15, 2018**

**NextHome Greater Realty is the newest addition to the NextHome franchise**

*Buz and Linda Berson launch their new office in Punta Gorda, Florida*

**Pleasanton, CA — August 15, 2018** — NextHome is proud to announce our newest addition to the franchise, **NextHome Greater Realty**. The brokerage represents the 44<sup>th</sup> office location opened in the state of Florida for the NextHome franchise.

The company will be owned and operated by the husband and wife team of Buz and Linda Berson. Buz will serve as the broker of record and supervise agent production. Linda will be in charge of the sales division and training for the brokerage. They will be joined on the leadership team by their son, Bailey Kapci. He will serve as the Director of Operations for NextHome Greater Realty.

Based in Punta Gorda, NextHome Greater Realty will provide real estate services such as single-family residential sales, first-time home buyers, second homes, investment, luxury, and land deals for the areas of Punta Gorda, Port Charlotte, North Port, and the surrounding areas.

Punta Gorda is located 30 minutes north of Fort Myers and is home to approximately 20,000 residents. The name Punta Gorda translates to “Fat Point” and has been an incorporated city since the mid-1800’s.

A serial entrepreneur, Buz has been running successful businesses for decades. Formerly the owner of the largest outdoor furniture store in the United States, Buz has been involved in real estate since 1980. He spent most of the 1980’s as a commercial real estate developer. In 1986, he started his own residential property development company, *Berson Property Developments*.

Linda joined as the leasing manager for *Berson Property Developments* and headed up that entire division.

Opening *Berson Properties* in the early 1990’s, the Bersons grew the residential real estate brokerage to more than 25 agents with annual sales in excess of \$100 million. In 2007, they sold the company to a *Century 21* franchisee and relocated their family to the area of Naples, FL.

Never one to rest and retire, Buz began building high-end homes in the Naples area. With square footage exceeding 4,000 feet, these high-end homes were in demand for the residents of Naples. From 2015 to 2017, as fast as Buz built them, Linda sold them equally as fast.

While they were doing very well, the Bersons wanted more to offer to their clientele.

“We wanted to integrate modern technology to what we could offer our clients,” said Buz. “We wanted to have that edge to provide better service to our clients.”



“We interviewed several different real estate franchises,” added Linda. “But only NextHome provided us with the difference we were looking for.”

Bailey will add a new dimension to the brokerage as well. Spending the last 13 years in high-level restaurant management, his leadership and management skills will maintain a standard of customer service for NextHome Greater Realty that will be a real difference in their community.

When not selling real estate, the Bersons enjoy a life of what they describe as “simple abundance.” The married couple of 28 years spend time with their poodle, Rose, and take in all the wonderful amenities Punta Gorda has to offer.

Bailey and his wife, Paris, describe themselves as “foodies” and love exploring new restaurants whenever they travel. As a former restaurant General Manager, Bailey knows and appreciates when a restaurant can deliver beyond expectations.

Please join us in congratulating Buz, Linda, Bailey, and the rest of the team at NextHome Greater Realty on the opening of their new NextHome office in Punta Gorda, FL!

***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 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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