



Press Release
October 16, 2018

NextHome Central Realty opens an office in Lake Mary, Florida
Roger Michaels opens the newest NextHome franchised brokerage

Pleasanton, CA — October 16, 2018 — NextHome is proud to announce our newest addition to the franchise, **NextHome Central Realty**. The brokerage represents the 47th location opened in the state of Florida for the NextHome franchise.

NextHome Central Realty will be owned and operated by top-producing REALTOR®/Broker Roger Michaels. The brokerage of nine agents will be based out of Lake Mary, which is located 20 minutes north of Orlando.

The brokerage will provide real estate services such as single-family residential sales, first-time home buyers, rehab and resale property listings, investment sales, and land sales for buyers and sellers for the areas of Lake Mary, Sanford, Winter Springs, Winter Park, Longwood, Oviedo, and the rest of the Greater Orlando Area.

Roger started real estate in 2012 after years of owning a car dealership with his brother. As part owner of *Michael's Autos*, Roger was in charge of all sales and marketing for the dealership. The strong internet marketing and lead generation skills he learned through car sales have been a great advantage for Roger in the real estate marketing world.

In his first year in real estate, Roger sold 25 transactions and his business only got stronger year-over-year.

In 2015, he opened *R Michaels Realty* and used his online marketing savvy to grow his sales numbers. From 2015 to 2017, Roger grew his business over 25% annually to more than 40 transaction sides.

In 2018, he has built his business to be on pace to close more than 60 transaction sides.

Earlier this year, Roger was looking for a solution that allowed him to grow his boutique brand to one that would attract quality agents to work alongside him.

"I knew there had to be a solution out there for a brokerage like mine," said Roger. "NextHome was the answer for our brokerage."

By not having to reinvent the wheel, combining his brokerage strengths with NextHome's franchise platform has proven to be a great match for everyone involved.

"Having NextHome's high-level of technology in addition to our brokerage's strong internet lead generation, I'm really excited about what NextHome Central Realty is poised to do for our community," said Roger.



When not selling real estate, Roger and his wife of 17 years, Rachele, are raising two boys – Gavin (age 15) and Gabriel (age 12). The family loves to travel and often takes trips to visit the boys’ grandparents in Indiana.

Please join us in congratulating Roger and the rest of the team at NextHome Central Realty on the opening of their new NextHome office in Lake Mary, FL!

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 3,400 agents. The company closes over 17,000 transactions annually worth over \$5B in volume.

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