



Press Release
October 23, 2018

NextHome Solid Ground opens brokerage in Idaho

Janna McRoy launches NextHome's newest location in Post Falls

Pleasanton, CA — October 23, 2018 — NextHome is proud to announce our newest addition to the franchise, NextHome Solid Ground. The brokerage represents the sixth location opened in the state of Idaho for the NextHome franchise.

NextHome Solid Ground will be owned and operated by designated broker and top-producing REALTOR® Janna McRoy. With over 18 years in the real estate industry, Janna will bring a wealth of experience and guidance to agents at the brokerage.

NextHome Solid Ground 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, sellers, and builders in the cities of Coeur d'Alene, Post Falls, Rathdrum, Hayden, Sandpoint, and the remainder of Kootenai County. The brokerage will also specialize in relocation services for out-of-area buyers and sellers.

Janna started her real estate career in 2001 on the mortgage lending side. As a senior loan officer and manager for a national mortgage company, not only was she one of the top loan officers for her company, but Janna was also responsible for hiring and training new loan officers who joined the company.

In 2005, Janna made the switch to the real estate sales side. Her business continued to thrive, and she helped many families through the difficult change of the market and economic downturn.

Selling as many as 52 transactions in a single year, and with demand increasing, she made the conscious decision to shift her focus to providing more quality service to a select number of clients instead of taking on many different clients.

“When my business was growing, I decided to restructure and grow my team in order to provide first-class service to the community I serve,” said Janna. “By doing that, not only were my clients happier, but I was a better agent in representing them.”

In 2015, Janna opened her own brokerage – *Solid Ground Real Estate*. It was important to tailor her business specifically for her clients using high-level marketing and technology, with a foundation of integrity and personalized service. By owning a brokerage committed to those standards, clients could count on a great experience.

After three very successful years as owner/operator of Solid Ground Real Estate, Janna wanted to add another dimension to her company.



“It was a tough decision for me to franchise but having the NextHome support team to assist in the branding and technology integration was key in choosing NextHome,” said Janna. “There was no need to duplicate efforts. It was very easy aligning with a company who had the same beliefs as I did.”

“Aligning with NextHome allows our agents to have the competitive edge and a level of marketing and technology not normally seen in our area,” she added. “Sellers will have confidence that their home will be marketed aggressively and with the highest quality. My clients will have access to the best tools in the industry.”

Janna says NextHome Solid Ground will be a community-based company with a family-oriented feel. The company’s agents will work together to create a year-round brokerage committed to helping the community not only with real estate needs, but charitable events as well.

When not selling real estate, Janna and her husband, Eric, spend time with their 11-year-old son, Ryan. The family enjoys camping, spending time outdoors and taking in all that Northern Idaho has to offer.

Please join us in congratulating Janna and the rest of the team at NextHome Solid Ground on the opening of their new NextHome office in Post Falls, ID!

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

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