



Press Release
October 26, 2018

NextHome Arrowsmith Realty opens in Apopka, Florida

Natalie Arrowsmith launches the newest NextHome franchised office

Pleasanton, CA — October 26, 2018 — NextHome is proud to announce our newest addition to the franchise, **NextHome Arrowsmith Realty**. The brokerage represents the 47th location opened in the state of Florida for the NextHome franchise.

NextHome Arrowsmith Realty will be owned and operated by broker and top-producing REALTOR® Natalie Arrowsmith. As a fourth generation Apopkan, Natalie is proud to bring the NextHome franchise to her community. Her father, Bill Arrowsmith, served as the Vice Mayor for the city for decades. Natalie is proud to continue service to the Apopka community for the Arrowsmith family.

The brokerage will provide real estate services such as single family residential sales, first-time home buyers, rehab and resale property listings, investment sales, commercial, second home and vacation home purchases, and land sales for buyers and sellers for the cities of Apopka, Altamonte Springs, Maitland, Ocoee, Winter Garden, Mount Dora, and the rest of Lake, Seminole and Orange Counties.

Located 15 northwest of Downtown Orlando, Apopka is home to approximately 42,000 residents. Considered part of the Orlando-Kissimmee-Sanford metropolitan area, Apopka is in the heart of a 2.1 million resident metro area.

Before real estate, Natalie worked for several years at the *Florida League of Cities*, an organization focused on promoting local self-government. From 1999-2004, Natalie served several roles within the organization, with her primary role as the Policy Holder Relations Manager.

In late 2004, Natalie moved to North Carolina and started her real estate career with *Century 21 Real Estate* in the city of Waynesville. At that time, many Floridians were purchasing investment properties in North Carolina and Natalie was able to represent many of these investors.

After several very successful years selling in North Carolina, Natalie moved back to Apopka and worked at RE/MAX from 2008 until 2010. During those three years, she grew her business with traditional sales and the addition of foreclosure/short sales to see more than 100 transaction sides closed annually – making her one of the top agents in her area.

In 2010, Natalie opened her own brokerage – Arrowsmith Realty. Knowing the increase in her business and the needs of her clients, she took it upon herself to open a brokerage that would provide the level of service her clients had come to expect. Under Natalie's leadership, she grew the company to 11 agents.



While not originally looking to franchise her office, Natalie’s desire to always provide world-class service led her to look at NextHome.

“We were a successful boutique brokerage that served our clients well, but I wanted to be able to provide even more,” said Natalie. “Not just for our clients, but for the Arrowsmith Realty agents as well.”

Introduced to NextHome in 2017 by friend and NextHome franchisee, Paige Brewer, Natalie was interested in the company because of the fresh branding and the fun, forward-thinking way of doing business.

“NextHome Arrowsmith Realty will be known as the company where agents will be able to provide the very best in technology, tools and marketing for their clients, wrapped up in a fun environment,” said Natalie. “Our commitment to the community will be a huge part of who we are.”

Natalie gives back to the real estate industry as well. She is the 2018 Secretary for the Orlando Regional REALTOR® Association and will serve as Treasurer in 2019. She has been on the Board of Directions for her local association for the past four years.

Through her involvement in the Women’s Council of REALTORS® for the past five years, Natalie has made a real impact on the Florida real estate community. At the national level, she will serve as NAR Director in 2019.

When not selling real estate, Natalie is all about family. She and her fiancée, Mark, are getting married May 2019. Between them, they have four children – sons Cody (28) and Luke (9); and daughters Cassidy (22) and Lily (7). She also has a granddaughter, one-year-old Ava Rose.

Please join us in congratulating Natalie and the rest of the team at NextHome Arrowsmith Realty on the opening of their new NextHome office in Apopka, 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 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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