



Press Release
December 30, 2018

NextHome franchise adds another location in Florida
NextHome Advisors launches their third franchised office

Pleasanton, CA — December 30, 2018 — NextHome is proud to announce our newest addition to the franchise, **NextHome Advisors – Bonita Springs Branch**.

Owned and operated by business partners, Jason Jakus and Rebecca Krueger Courson, this Bonita Springs-based brokerage will allow the company to provide residential real estate sales to entirely cover the growing real estate corridor from Fort Myers to Naples.

After seeing an increase of over 53% in sales at their Fort Myers location since joining the NextHome franchise, and a successful launch of their Cape Coral office in 2016, Jakus and Krueger Courson made the decision to expand their business into Bonita Springs.

“Our REALTOR® members are achieving record sales, and our office is seeing increased market share as we continue to grow. The NextHome platform allows our REALTORS® to work remotely and more efficiently, and the world-class marketing platform has increased our conversion on listing appointments from 50% to 90%. In our first year with NextHome, we took on 48% more listings than the previous year,” said Jakus.

The growth of NextHome Advisors has been incredible and measurable. With increased productivity, the agents are doing on average seven transactions per year. Exceptional numbers compared to the local Multiple Listing System average of two transactions per agent, per year.

Both Jakus and Krueger Courson indicated that this has been a direct reflection of the NextHome systems, marketing, and training, as well as the unique culture of support and collaboration within the NextHome Advisor’s office.

NextHome Advisors currently has 42 associates servicing all areas from Fort Myers to Bonita Springs. Their company has consistently been ranked as one of the top-producing brokerages in the entire national NextHome franchise.

Krueger Courson began her real estate career in 2006 as a member of *Leisure American Realty* in Ft. Myers Beach, FL. Her sales career took off immediately due to her commitment to excellent client services, which she honed in her previous career as the Director of Operations of a resort company.

“I was fortunate to have been connected with *Leisure American Realty* because it allowed me to gain sales experience with traditional sales, as well as new home construction, and resort and second home lifestyles,” said Krueger Courson.



In 2009, Jakus joined Krueger Courson at the firm and began his career in a similar fashion. His high sales numbers were fueled by great client service and skills he gained during his former career as a business consultant and coach for *Chicos* clothing company.

Shortly after working together at the company, Krueger-Courson and Jakus partnered to form an exceptional team, which they grew to 11 agents.

“We were fortunate that our hard work paid off in building a great team,” added Jakus. “As we grew, we continued to add services to help our agents be productive. We found these independently through various sources.”

While content at their brokerage, they knew they were essentially running their team as a brokerage within their brokerage.

“We enjoyed our time at the company, but we were not branding ourselves and we were often purchasing products our company didn’t provide,” said Krueger Courson. “We knew it was time to really consider opening our own real estate company.”

In 2013, Jakus and Krueger Courson opened Platinum Elite Realty and grew their brokerage to 20 agents. The results were exceptional.

They grew to one of the top-producing brokerages in the area – consistently selling over \$11 million in sales volume annually. In 2015, the brokerage was on pace to sell in excess of \$16 million.

While operating as a successful independent brokerage, the partners always kept open to the possibility of joining a franchise. Two colleagues who joined NextHome in 2015 – Anand Patel of NextHome Discovery and Vicky Santana of NextHome Santana Real Estate – introduced them to the NextHome franchise.

“After checking out NextHome.com, I was definitely interested in finding out more,” said Krueger Courson. “Everything from the short-term entry option, affordable fee structure, single sign-on (SSO) Intranet, and the crisp, modern look... all of it contributed to Jason and I knowing NextHome was for us.”

“To add a third location in just over three years of starting with us says a lot about the vision and follow through of its leaders,” said NextHome’s Vice President, Imran Poladi. “Rebecca and Jason have been an integral part of the growth of our company and we are so happy to see them continue their success.”

While both Jakus and Krueger Courson are committed to working in the community, both have very different roles.



Krueger Courson oversees the details within the brokerage, helping maintain the high integrity and value of the brokerage for their agents. Pushing productivity and keeping agents focused on their goals are her strengths.

Jakus dedicates many hours to the real estate industry through leadership. In 2014, he served as the Chair for the Florida REALTORS® Business Trends and Technology committee. Additionally, he served as the President of the Greater Ft. Myers & The Beach Association of REALTORS® and Vice President for District 5 for the Florida REALTORS®.

We are proud to see Jason, Rebecca and the rest of the team at NextHome Advisors open their third location!

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.

###

About NextHome, Inc.

NextHome, Inc. is an independently owned company with a focus on changing the way consumers work with local agents and shop for real estate. It owns the NextHome and Realty World Northern California & Northern Nevada franchise networks with over 330 offices and more than 3,400 agents. The company closes over 17,000 transactions annually worth over \$5B in volume.

The names of actual companies and products mentioned herein may be the trademarks of their respective owners. Each office is an independently owned and operated business.

For more information, press:

Imran Poladi
209-470-1493
Imran@nexthome.com

For more information, sales:

Charis Moreno
925-271-9102
Charis@nexthome.com

Additional information, announcements and press releases: www.nexthome.com/trending