



Press Release
February 1, 2019

NextHome CREA Real Estate is the newest NextHome franchised office
Sal Torres joins NextHome as the newest franchisee

Pleasanton, CA — February, 1 2019 — NextHome is proud to announce our newest addition to the franchise, **NextHome CREA Real Estate**. The brokerage represents the 64th office location opened in the state of California for the NextHome franchise.

The brokerage will be led by broker/owner Sal Torres and he will handle all day-to-day operations for the company.

Located in Ontario, the team at NextHome CREA Real Estate will handle all types of residential property sales such as first-time home buyers, investors, farms, ranches and land, veteran's assistance buyers, relocation, foreclosures, short sales, and all forms of residential sales of 1-4 units. The brokerage will serve the needs of both English and Spanish speaking clients.

NextHome CREA Real Estate will service various areas throughout Southern California including the cities of Ontario, Rancho Cucamonga, Fontana, Chino, Chino Hills, Upland, Claremont, and the remainder of the San Gabriel Valley and the Inland Empire Region.

Licensed since 2000, Sal started his real estate career at a local independent boutique brokerage as an agent, but quickly moved into management.

In the four years that he was there, he grew the company to 20 agents while still personally selling more than 30 transactions annually.

In 2004, Sal opened his own brokerage, *Realty Professional*. He described the experience of running his own company as a valuable learning lesson in upping his skills in negotiation, problem-solving, and working with various personalities. Additionally, Sal also purchased 13 homes for his personal portfolio for rental properties.

In 2012, Sal converted his brokerage into *CREA Realty Inc.* The purpose of the rebrand of the brokerage was to create a company that was a community resource that residents could count on for solid real estate advice. The company grew to 42 agents and was becoming well known for helping residents throughout the Inland Empire Region.

“Our local communities during 2007 to 2012 were filled with homes that were either in foreclosure or in short sale status,” said Sal. “I wanted to make sure homeowners had a resource to help them either keep their home or at the very least work out a short sale that would help them get out of a tough financial situation.”



Whether it was assisting with loan modifications, avoiding foreclosure, or helping list and sell their home via short sale, Sal and his team provided a valuable resource to homeowners who were looking for help.

In 2018, Sal found the NextHome franchise via REALTOR® Magazine and started researching the company.

“I felt that partnering with NextHome was the best option to help our agents grow and further their career,” said Sal. “Our company will help agents build a sustainable business, help them with personal and professional accountability, and create a brokerage with a fun, supportive culture.”

When not selling real estate, it’s all about family for Sal.

He and his wife of 20 years, Desiree, have three children – daughters Odyssey (age 19), Heidi (13) and son Noah (7). The Torres’ will be welcoming a grandchild in March of this year.

Desiree is also a REALTOR® and will be working along Sal in growing NextHome CREA Real Estate.

Please join us in congratulating Sal and the rest of the team at NextHome CREA Real Estate on their new NextHome office in Ontario, CA!

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 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 14,700 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 visit:
<http://www.nexthome.com/trending>**