



Press Release

April 23, 2019

NextHome Resource Realty is the newest NextHome Office

Joleen Maltman opens her franchised office in Rochester, NY

Pleasanton, CA — April 23, 2019 — NextHome is proud to announce our newest addition to the franchise, **NextHome Resource Realty**. The new brokerage represents the eighth office location opened in the state of New York by the NextHome franchise. The Rochester-based brokerage will be owned and operated by broker Joleen Maltman.

Joleen will be joined on the leadership team by her business associate, John Colaruotolo. As the owner of ANCO Builders, John's custom design/build firm, the company has been creating spectacular custom homes for years. John is also the owner of Resource One Property Management – a company that manages more than 200 units and Casa Larga Vineyards, a family owned winery.

John will be assisting Joleen in agent mentoring, recruiting, coaching and training for NextHome Resource Realty.

NextHome Resource Realty will provide real estate services such as first-time buyer, investor, rehab & resale, new home construction, and traditional single-family sales for the areas of Monroe, Ontario and Wayne Counties.

Rochester is located in upstate New York along the Great Lakes (Finger Lakes Region). With more than 700,000 in population in the area, the NextHome expansion into the Rochester area is an exciting opportunity for Joleen and her team.

Joleen has been licensed in real estate since 2002 and has been working with John for more than 15 years. As the head of sales for Resource One Realty, she has been selling high-end custom built homes throughout the upstate New York area for many years.

“We work with clients throughout the home building process,” said Joleen. “Walking them through the architecture and construction process creates a stress-free organized way for our clients to feel updated and involved. I feel that's what's caused our company to move to being a referral-based company. Having mastered the client relationship in the building process, it is a perfect fit to align with NextHome to offer this same specialized client service to buyers and sellers of existing real estate.”

While the brokerage was already successful, Joleen felt franchising with NextHome would enhance the company and its offering.



“I found NextHome in REALTOR® Magazine and thought it was the perfect addition to our brokerage,” said Joleen. “As a boutique brokerage, we wanted to provide technology and a world-class level to better serve our clients. Additionally, with the NextHome branding, we are giving our company a fresh new look that I feel our clients will really like.”

Joleen says what makes NextHome Resource Realty different from local real estate companies is the ability to provide customized personal service that clients will love.

By being connected to several real estate related business, NextHome Resource Realty will also be able to provide a variety of services that other companies are unable to do.

“We are able to provide land development, subdivision building, property management, and even temporary housing for clients who are having a new home built,” said Joleen. “We named our company after our ability to be a complete resource for buyers and sellers.”

Outside of selling real estate, Joleen focuses on family. She is a mother of two and loves spending time with her granddaughters.

She is a big advocate of education and attends as many real estate courses and trainings she can to further her knowledge. She attributes her success to having the follow-through mentality and always striving to go the extra mile for her clients.

“Having Joleen and John join the NextHome franchise has been a wonderful addition to our company,” said NextHome’s Vice President Imran Poladi. “We are very happy to have a brokerage of NextHome Resource Realty’s caliber be a part of our New York expansion. We are looking forward to seeing Joleen grow the company in 2019 and beyond.”

Please join us in congratulating Joleen, John and the rest of the team at NextHome Resource Realty on the opening of their NextHome office in Rochester, NY!

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 465 offices and more than 3,800 agents. The company closes over 20,000 transactions annually worth over \$6.4B in volume.

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