



Press Release

June 11, 2019

NextHome GoodLife launches in New York

Stephen and Delica Herman open their real estate brokerage in Scarsdale

Pleasanton, CA — June 11, 2019 — NextHome is proud to announce our newest addition to the franchise, **NextHome GoodLife**. The new brokerage represents the ninth franchise location opened in the state of New York.

The company will be owned and operated by top producing REALTOR® Stephen Herman. He will be joined on the leadership team by his wife, Xiao Hua “Delica” Herman. Stephen will be the principal broker and handle the day-to-day activities for the company, while Delica will serve as the office manager and handle marketing for the brokerage. Additionally, Delica speaks three dialects of the Chinese language and works with many overseas investors from Taiwan, Hong Kong, and China.

Based out of Scarsdale, the brokerage will provide real estate services throughout the counties of Westchester, Putnam, and Dutchess including the cities of Scarsdale, White Plains and Yonkers. With NextHome GoodLife just 20 minutes away from the Connecticut border, the company will also serve the residents in the southwestern part of Connecticut, including Fairfield County.

Scarsdale is 20 minutes north of Manhattan and is home to more than 17,000 residents.

The brokerage will provide various real estate services such as working with first-time homebuyers, investment properties, vacation and second homes, multi-family properties, and international buyers.

The couple has been married for 24 years and entered the real estate industry within a couple of years of each other. Stephen obtained his real estate license in 2006 and Delica obtained hers in 2008.

Stephen started in real estate part-time while he served as a Sergeant with the New York City Police Department. He spent the first five years of his career at *Prudential Serls Prime Properties* in Brewster, New York. Delica joined him in the second year of his business because of the need to interpret for Chinese buyers that Stephen was working with. In time, the translation became less her focus and she became more of an agent directly helping these Chinese clients.

In 2011, the Hermans moved their business to Douglas Elliman in Sommers, NY and spent the next eight years at various locations of the brokerage, including Scarsdale.

Stephen attributes their success to constantly working on building relationships within their community. This commitment has helped their business grow each year, with the team doing more than \$10 million a year in sales.

In 2018, the Hermans looked at opening their own brokerage after more than 12 years of being in real estate.

“We are very involved in Brian Buffini coaching and seeing that lots of agents wanted more from their brokerage and were willing to pay to get that training and coaching that they weren’t



provided,” said Stephen. “We wanted to own and run a brokerage that lived by these principles of client care and helping buyers and sellers with their needs in mind.”

“NextHome provided the new fresh brand to the area that allowed flexibility as to how to provide more to our agents without a huge overhead,” he added. “NextHome has been the perfect partnership to align with.”

“Going out to California for training with the franchise team really helped Stephen and I put into perspective how great the company is we franchised with,” said Delica.

The Hermans have three children – Samantha (age 21), Kimberly (20), and Joshua (18). Delica has spent years volunteering at the children’s school in helping with translation between school faculty and parents. While Delica donates this time without expecting anything in return, she has earned a lot of goodwill and trust by parents, who in turn have become real estate customers.

Please join us in congratulating Stephen, Delica, and the rest of the team at NextHome GoodLife on the opening of their brand new NextHome office in Scarsdale, 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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