



Press Release

June 12, 2019

NextHome Neighbors opens their new office in Texas

Gonzalo and Amy Egana take the NextHome franchise into Tyler, TX

Pleasanton, CA — June 12, 2019 — NextHome is proud to announce our newest addition to the franchise, **NextHome Neighbors**. With the opening of the new brokerage, the NextHome franchise launches the 25th franchised location in the state of Texas.

The company will be owned and operated by top-producing REALTORS®, and husband and wife team, Gonzalo and Amy Egana. Gonzalo will serve as the broker of record and handle the day to day operations of the company. Amy will be in charge of the company's marketing, listing inventory, and social media outreach.

The brokerage will provide real estate services throughout the cities of Tyler, Flint, Bullard, Whitehouse, Chandler, Lindale and the remainder of Smith, Cherokee, Henderson, and Wood counties.

Known as the "Rose Capital of the World," Tyler is located 90 minutes east of Dallas and is home to more than 100,000 residents. The area has a long history of rose production and boasts the largest rose garden in the country.

The brokerage will provide various real estate services such as working with first-time homebuyers, investment properties, relocation, ranches and farms, and land lots and parcels.

The couple has been married for 16 years, and have been business partners since 2012. Their professional backgrounds previous to real estate have served them perfectly.

In 2005, the Eganas began investing in real estate and flipping houses. They had a fondness for buying and selling homes, and upon the suggestion of his father-in-law, Gonzalo took the leap and got into the real estate sales side of the business.

Gonzalo first attained his real estate license in 2007 after a very successful sales career. As the owner of a kitchenware manufacturing business, he was most known for his creation of what many feel is the best manual juicer in existence – the OrangeX Juicer.

During the time that Gonzalo started working in real estate, Amy had a very successful business herself as the owner of *Joy Creative Consulting*, a marketing consulting firm.

From 2007-2014, Gonzalo worked at RE/MAX in Tyler. During his years at the brokerage, he worked his way up to becoming one of the top five agents in the entire 60+ agent office. As the business grew, Gonzalo saw how Amy could bring a lot of value to the business. With her exceptional marketing skills and eye for detail, she got her real estate license in 2012. With their youngest child going into kindergarten that year, it was perfect timing for the Eganas to partner in real estate.



In 2015, they made a move to a smaller brokerage, *WP & Company*.

“We really liked being a part of a smaller office with a culture of having that family feeling,” said Amy.

In 2018, the couple sold more than \$15 million in volume. An incredibly impressive number with the average home sale at \$250,000.

With more than 10 years in the real estate business, they felt it was time to go out on their own and open a brokerage. In 2018, they turned to a real estate friend and learned about NextHome.

“We connected with Ben Andrews through Brian Buffini Coaching” said Gonzalo. “As the owner of a NextHome franchised location, he told us a lot about the positive benefits when he converted his brokerage to NextHome. The more we saw, the more we liked.”

“The branding and signage was unique and different,” added Amy. “Having that brand consistency meant a lot to me and spoke to a higher standard of marketing that often goes missing in today’s real estate.”

Gonzalo and Amy are proud to say that NextHome Neighbors will stand out from other local brokerages by focusing on building a company with career-oriented agents who not only want to grow professionally, but personally as well.

“In my experience, most brands develop a story that makes them the hero,” said Amy. “Companies that truly succeed make the *customers* the hero. We want to be that kind of company.”

The Eganas have three children – Isabella (age 14), Alex (13), and Sophia (10).

Please join us in congratulating Gonzalo, Amy, and the rest of the team at NextHome Neighbors on the opening of their brand new NextHome office in Tyler, TX!

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.

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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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