



**Press Release**

**July 2, 2019**

**NextHome franchise expands in the Los Angeles Area**

*Bert Haboucha brings an analytical eye to a hot market*

**Pleasanton, CA — July 2, 2019** — NextHome is proud to announce that Bert Haboucha has opened the company's newest franchised location. **NextHome Atlas Realty** is now serving clients across the Los Angeles area.

As a fully-licensed broker/agent with 25 years of experience in the area, Bert will oversee all of the day-to-day operations of his growing real estate business as well as focus his attention on serving homebuyers in the Bel Air area. In addition, Bert has a team of agents who will serve clients across the Burbank, Toluca Lake, North Hollywood, Hollywood, Malibu, Agoura Hills, and the Calabasas areas.

Bert and his team are bringing a friendly face and an analytical eye to a hot market with premium price points and an established clientele. Many of his existing clients are deep-rooted members of their communities who are moving from rentals to purchase their perfect home. He also helps families who are seeking a second home, seniors who want to downsize, and others who are looking for a lateral move that better suits their lifestyles.

"I bring a unique skill set to the Los Angeles market having negotiated very high-dollar value transactions over the years," said Bert. "In addition, my career in banking has allowed me to close deals across the country - giving me a national perspective others might not have."

In addition to home buying, Bert brings decades of banking experience to his new NextHome office. During a long career in the real estate finance industry, Bert worked as a financial analyst, moving next to the bank's originations team. He also worked in credit, asset management, and led the bank's distressed debt teams.

"My main job was restructuring debt to ensure the property could survive and then turning around and stabilizing the property, whether that was leasing or renovations, and then marketing it for sale and selling it," said Bert. "Most of the properties I helped with were commercial/investment grade or private equity or institutional."

Over the course of his banking career, Bert managed billions in various real estate and debt - restructuring, marketing, and selling much of that inventory.

As the economy evolved, however, a big chunk of the portfolios he managed came to include residential properties, sparking interest in that side of the market.

After years of analyzing deals in banking, it was a casual sighting that sparked the idea of a new direction in his career.

"One day I was with my kids and we were driving through Laguna Beach and there was this little corner business that you've probably seen on every Main Street in every little city. 'Something Realty' with the guy's first and last name. I remember saying to myself, this guy has been around for 30 years. What a great little business," said Bert. "I thought more about it and decided to open my own brokerage."



The idea didn't become an overnight success. Bert spent more than six months working to set up his own brokerage, building from the ground up. From marketing to CRM, the tasks became an avalanche.

"I thought, there has got to be a better way," said Bert. "I put up my flag, sold a house in Bel Air, but I was realizing the pain points."

That's when he found NextHome.

"With the structure NextHome provides, it becomes much easier to run a business, sell and market the properties, and do it in a way that is cohesive," said Bert. "You rarely see that level of consistency with other real estate businesses."

Today, Bert is setting himself apart in the competitive LA real estate world with his analytical and professional approach to transactions as well as working with clients.

"At the end of the day NextHome gave me what I needed to be able to transact differently than a lot of people," said Bert.

Bert is also active on the Board of Directors for REOMAC, the premier non-profit trade association serving the mortgage default servicing industry nationwide. He also is an active member of SPIRE (Stanford Professionals In Real Estate) connecting him with Stanford University alumni, research, and education.

When he's not working, Bert enjoys hiking with his wife Selina, reading historical classics, and brushing up on his Italian and French.

The family has two sons - Shane, an actor who is pursuing a law degree and Theo who was a competitive AAA hockey player and has now graduated with a law degree.

"We are thrilled to have Bert join the NextHome family and look forward to seeing him succeed in the Los Angeles Area," said Imran Poladi, NextHome's Vice President.

Please join us in congratulating Bert on the opening of his brand new NextHome brokerage in Los Angeles!

***Interested in being a part of the NextHome Real Estate Franchise? Contact VP of Sales Charis Moreno at [Charis@NextHome.com](mailto: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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