



**Press Release**

**September 10, 2019**

**NextHome Edgewater now serving the Naples area**  
*Maurice Cossairt brings a local's perspective to a vacation market*

**Pleasanton, CA — September 10, 2019** — NextHome is pleased to introduce Maurice Cossairt as the company's newest broker/owner to open a NextHome franchise. Maurice and his team at NextHome Edgewater will serve real estate needs throughout Southwest Florida including Punta Gorda, Fort Myers, Estero, Bonita Springs, Marco Island, and Naples. NextHome Edgewater is the 60th NextHome franchise to open in Florida.

As someone who has owned a home on Marco Island for 20 years, Maurice is excited to share his client-centered service with the area he loves.

"We are thrilled to be expanding our services into the Marco Island area," Maurice said. Maurice and his team at NextHome Edgewater specialize in vacation homes and are excited about their growing portfolio of satisfied first-time homebuyers, investors, and commercial clients.

"I love working with first-time home buyers," Maurice said. "There is something really satisfying about helping those types of clients."

Maurice has been immersed in the real estate and home building industry since he was young. As a child, Maurice watched his parents run a brokerage and build their business.

"I've been sitting at open houses since I was 12 years old," Maurice recalled.

In 2013, Maurice made real estate sales his full-time job. He continued to serve home buyers and sellers across the Naples area as an independent sales associate with Sun Realty until 2017. In those years, he sharpened his networking and lead-generating skills to a fine point. Maurice began his career closing seven transactions per year. However, those sharpened networking skills and robust word-of-mouth marketing now help Maurice close about 37 transactions per year. He also recently oversaw \$3.4 million in annual sales in a market where median home prices hover in the \$300,000-\$500,000 range.

Maurice also created his own career as a designer/builder. As a general contractor, Maurice captained a company of hundreds of employees with many moving parts. However, he soon discovered he could remain in the industry he loved and have a smaller staff.

"After many years running a company with several hundred employees, I found out that I didn't have to do that," Maurice said. "I could work with a small group of REALTORS® and give them the individualized attention and support they need."

In 2017, Maurice started to think that he would enjoy a career change as a NextHome broker/owner. He attended a Florida REALTORS® convention in 2016 where he met NextHome representatives and first considered a career with the franchisor.



“I was impressed by what I saw,” Maurice said. “I hung on to that interaction, and when the time was right, I knew I wanted to start a brokerage with NextHome. The culture of NextHome is just the way I like to work; it was a good fit.”

Today, Maurice heads a growing office of real estate agents that he is happy to support through training and mentorship.

“What really differentiates NextHome Edgewater for our agent is the flexibility we provide,” Maurice said. “I like how I can give them the tools they need but also the ability to customize on a client-by-client basis. It is great that NextHome Edgewater agents are able to do the business they want with a broker and brokerage that supports them and gives them the help they need when they need it.”

That level of personal customization, alongside the suite of top-level tools NextHome provides, also sets NextHome Edgewater apart for the client.

“One of the things I like about NextHome is that I can have the cool marketing tools and all that fancy stuff but I can work in a way that customizes on a client-by-client basis,” Maurice said. “I don’t cram clients in a pipeline and treat them all the same. The personal touch - that’s my brand differentiation.”

When he is not helping agents and real estate clients, Maurice enjoys boating, going to concerts and playing his trumpet. He is active with Habitat for Humanity and donates to the local chapter of St. Vincent de Paul. Maurice is the proud father of two grown children, a daughter and a son.

“NextHome is thrilled to have Maurice represent our franchise in the Naples area,” said Imran Poladi, NextHome’s Vice President.

Please join us in congratulating Maurice on the opening of NextHome Edgewater in Naples, Florida!

***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).***

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 465 offices and more than 4,000 agents. The company closes over 20,000 transactions annually worth over \$6.4B 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

**For additional announcements and press releases, please visit:**

[www.nexthome.com/trending](http://www.nexthome.com/trending)