



Press Release

October 15, 2019

Real estate attorney takes lead at Pennsylvania office

Twenty-plus year legal and title company leader brings expertise to rural PA clients

Pleasanton, CA — October 15, 2019 — NextHome is proud to announce the newest addition to the franchise, **NextHome Alliance**. The brokerage represents the ninth office location opened in the state of Pennsylvania for the NextHome franchise.

NextHome Alliance is led by real estate attorney George Kotsopoulos, who brings 20-plus years of expertise to clients across southeast Pennsylvania.

The NextHome Alliance office is based out of Douglassville, Pennsylvania. George's growing team of 12 talented agents are thrilled to be able to serve clients across Reading, Pottstown, Boyertown, Douglassville, Allentown, and the remainder of Bucks, Montgomery, Berks, and Philadelphia counties.

The Alliance team is experienced in all types of residential sales and is especially well-versed in investment/flip properties. In addition, team members provide prowess in property management and multi-family real estate. In the future, NextHome Alliance will expand to also help commercial clients.

Located just 45 miles west of Philadelphia, Douglassville is a quaint little town where visitors can find historic 18th-century brick buildings along with stunning ranchers and classic cottages.

NextHome Alliance is embracing the area's small-town charm while giving homebuyers the extensive expertise they deserve.

A native of Bucks County, George has spent his professional life as a real estate attorney and business leader. After law school, George started work with a national title company. In 1997, he opened his own title insurance agency - Capital Assurance Group.

After years of working closely with many talented real estate agents, George got his broker's license in 2014. As a newly minted broker, George transitioned his business into a real estate brokerage with an in-house title company.

"As an attorney, I've always represented REALTORS®, but when I started working as one, I developed a greater respect for the efforts they put forward on a daily basis," George said.

Agents were certainly not required in any way to use the title company services, but the bundle of business helped George and those around him offer a streamlined experience for clients who wanted it.

Then, George partnered with other area agents as their broker of record as they opened a nationally franchised office.

"In three years, we were able to grow the company from five to 50 agents," George recalled. "My time in this role really helped me to understand how to skillfully grow a company."



Soon, the legal veteran decided it was time to open his own brokerage under the NextHome banner.

“I sent an email to NextHome to inquire about their business and I literally got a call back that same afternoon,” George recalled. “Being responsive is something that I pride myself on, so that call made me feel that I had found my kind of people with NextHome. Charis (NextHome’s Vice President of Sales) went into what the franchise has to offer and I thought the opportunity was ideal.”

George officially opened his Douglassville doors in late June, and since then has attracted the area’s best agents to his brokerage.

“I think my 20-plus years of experience as a real estate attorney is very attractive to high-performing agents,” George said. “What both agents and clients see with me is that if they have any questions whatsoever, they can contact me and I will get back to them.”

That responsiveness and dedication to quality over transactions is percolating throughout the NextHome Alliance team and benefiting clients across the Pennsylvania area.

“I’m limiting this office to 20-25 committed agents,” George said. “I want to be able to keep quality for our clients at the center of what we do. We are an office of producing, career-oriented REALTORS®. For the NextHome Alliance team, it’s not all about the numbers - it’s about the quality of the experience.”

When he isn’t guiding the NextHome Alliance team, George enjoys the area’s stunning beaches and attending country music concerts with his wife, Lisa. This year, George and Lisa are celebrating 29 years of marriage. Together, they are the proud parents of Will (25) and Kate (22).

Please join us in congratulating George on the opening of NextHome Alliance in Douglassville, Pennsylvania!

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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