



**Press Release**

**October 29, 2019**

**NextHome Exclusive Properties: upstate New York's premier listing brokerage**

*Carlos F. Lozano brings 30-plus years of investment expertise to upstate resales*

**Pleasanton, CA — October 29, 2019** — NextHome is proud to announce our newest addition to the franchise, **NextHome Exclusive Properties**. The brokerage represents the tenth office location opened in New York for the NextHome franchise.

NextHome Exclusive Properties is based in the Long Island hamlet of Melville and is led by Carlos F. Lozano - a veteran real estate investor and flip property specialist.

Just 45 minutes from Manhattan, Melville is an affluent area of Suffolk County and home to about 19,000 people. Carlos and the NextHome Exclusive Properties team are looking forward to serving buyers and sellers in towns across Suffolk and Nassau counties. Between the two counties, Carlos's market area will include almost 3 million people, positioning NextHome Exclusive Properties to be the premier listing brokerage in the area.

"At the end of the day, we say we are in the real estate business, but we are really in the people business," Carlos said. "It's all about problem-solving, so I'm developing programs and systems to assist my clients."

With more than 30 years in the banking and real estate industry, Carlos is bringing a wealth of knowledge to Melville-area clients.

Carlos began his professional career in investment banking, eventually becoming a co-owner of PacBanc Services. Carlos's mortgage and banking investment company helped developers and corporations with larger commercial projects in the \$15 million range and above.

As a mortgage professional, Carlos began dabbling in investment properties in the late 1990s. This wise addition to his portfolio provided Carlos a new career avenue to pursue when the small banking industry fell on hard times during the Great Recession. Soon, investment and flip properties became his full-time job. In 2016 he founded Inland Empire Asset Management.

"I became the acquisition specialist," Carlos said. "I would find properties, negotiate deals, and work out the details. Then, I would work with a general contractor to achieve the property's best value."

At any given time, Carlos could successfully juggle two or three flips per month. The business became so successful that for the past four years, real estate investment has been Carlos's sole source of income.

However, the savvy investor wanted to create a long-term strategy for success - he wanted to own his own brokerage.

"The flipping industry is interesting," Carlos said. "You make money doing it, but it's hard to grow equity in that kind of business."



Through a franchised brokerage with NextHome, Carlos found the perfect solution to his long-term business goals.

“I was looking for a company that already had it together,” Carlos said. “I researched numerous companies, and when I came across NextHome, I saw everything I wanted. I’m very tech-driven and love the tools NextHome provides, as well as the leadership and outlook. The corporate team is always looking for new opportunities, always pushing forward. That never-satisfied attitude is very important to me.”

Today, Carlos is building a small office of real estate rockstars.

“I always want to keep my brokerage small, tight, mean, and lean,” Carlos said. “We are working to sharpen the few agents we have and make them superstars. I feel like we can provide superior support with a tight-knit, well-trained office of agents. That way, we can get agents to a level of success that exceeds even their expectations - helping them to truly excel.”

When it comes to clients, Carlos’s philosophy is centered around service.

“My focus is to exceed our clients’ expectations,” Carlos said. “I want them to be able to tell their friends that NextHome Exclusive Properties did everything they expected, and then some.”

When he isn’t building his business, Carlos enjoys spending time outdoors with his wife, Olga, and their son Daniel (10).

“I’ve made a fantastic choice with NextHome,” Carlos said. “The franchise has provided more than what I thought was possible.”

Please join us in congratulating Carlos and his team on the opening of NextHome Exclusive Properties in Melville, New York!

**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.

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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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