



**Press Release**

**January 10, 2020**

**NextHome South Pointe opens in St. Petersburg**

*Kent Rodahaver brings decades of home-building and sales experience to Florida clients*

**Pleasanton, CA — January 10th, 2020** — NextHome is proud to announce our newest addition to the franchise, **NextHome South Pointe**, based in St. Petersburg, Florida. The brokerage represents the 63rd office location opened in Florida for the NextHome franchise.

NextHome South Pointe and its office of skilled real estate professionals are ready to help buyers and sellers in the Tampa Bay metro area find the perfect home, invest in a great rental, expand current investment portfolios, locate a great vacation home, or locate the ideal commercial property.

St. Petersburg, located just 20 minutes from Tampa, is known for its stunning resorts and some of the world's most attractive beaches. The NextHome South Pointe team will serve clients across St. Petersburg, Clearwater, Ocala, Gainesville, north-central Florida, and the remainder of the greater Tampa area.

The brokerage is owned by experienced general contractor and real estate expert, Kent Rodahaver who brings a wealth of experience and leadership to his brokerage. In 1998, his first foray into real estate involved renovations and flip properties. Kent became a successful entrepreneur, renovating and flipping residential properties across the St. Petersburg area.

In 2005, the general contractor started a residential/commercial investment firm - Water Oak Development Group. Obtaining his real estate license was a natural career progression for Kent.

“As a buyer, seller, remodeler, and developer, I was very involved in the transactions,” Kent said of his first attraction to real estate sales. “I appreciated that side of the business and recognized how much I liked it. Once I realized how much I enjoyed that side of things, then I made it my full-time career.”

Kent's career in real estate sales began with a Florida boutique luxury brokerage. After several years working with that office, Kent transitioned to a 100 percent commission-based brokerage where he continued to excel - selling about 30 properties per year. Soon, the time came for Kent to branch out on his own. The real estate professional obtained his broker's license and started conceptualizing his own business-owning aspirations.

“Partnering with a customer-centric organization that had a great culture was mandatory for me,” Kent said of his decision to open a NextHome brokerage. “The more I researched, the more I knew that NextHome was going to be an amazing fit for me as a business owner.”

Today, Kent is setting NextHome South Pointe apart through top-level agent support and training.

“Without a doubt, the NextHome South Pointe difference is how we operate as a true team,” Kent said. “I want to raise others up and even raise them above me. I love helping my associates realize that there is meaning and significance to what they do on a daily basis. By helping our team members succeed, I'm able to show them that they are important.”



That ability to help agents succeed is noticed by satisfied NextHome South Pointe customers.

“I want my associates to know that I always have their back so they are able to focus on our customers,” Kent said. “It’s great to partner with a franchise that has exceptional back-end support so that agents aren’t too worried about the administrative or transactional side of what they do. It’s important to have that support and know that you can focus instead on what you do best.”

The ability to help others achieve incredible success is part of Kent’s personal and professional DNA. As an IronMan athlete and performance coach, Kent has a knack for helping people realize their full athletic potential.

“It is a neat feeling to be able to impact lives,” Kent said. “I have had the honor of helping people change their lives and lifestyles and I like to think I have that same positive impact on my agents and office.”

Kent has been married to his wife Laura for 17 years and together they are the parents of two children, Christin and Matthew. In addition, their home is brightened by two dogs - Lucas and Harvey.

Please join us in congratulating Kent on the opening of NextHome South Pointe in St. Petersburg, 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.

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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 500 offices and more than 4,200 agents. The company closes over 20,000 transactions annually worth over \$6.4B in volume.

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