



Press Release

January 14th, 2020

NextHome Ranked a Top Franchise in *Entrepreneur's* Highly Competitive Annual Franchise 500®

Pleasanton, CA — January 14, 2020 — *Entrepreneur* magazine revealed its annual Franchise 500 list, and NextHome was ranked among the world's very best franchise systems. Placement in the Franchise 500® is a highly sought-after honor in the franchise industry making it one of the company's most competitive rankings ever. Over 1,100 companies were considered for recognition on the list.

Recognized as an invaluable resource for potential franchisees, the Franchise 500® ranks NextHome at No. 95 for its outstanding performance in areas including unit growth, financial strength and stability, and brand power. NextHome's ranking placed the franchise fifth in the real estate category.

"The 500 companies on this list all have something in common — they understand what consumers want now," said *Entrepreneur* editor in chief Jason Feifer. "Making our list means they're forward-thinking, nimble, and closely in touch with their customers' needs — because in an ever-changing business environment, that's what a franchise must do to thrive."

The factors that go into the evaluation are based on The Five Pillars of the Franchise 500® which include costs and fees, size and growth, support, brand strength, as well as financial strength and stability. Each franchise is given a cumulative score based on an analysis of more than 150 data points, and the 500 franchises with the highest cumulative scores become the Franchise 500® in ranking order.

Over its 41 years in existence, the Franchise 500® has become both a dominant competitive measure for franchisors and a primary research tool for potential franchisees. At just five-years-old, NextHome's position on the ranking affirms its strength as a franchise opportunity.

"NextHome's recognition on *Entrepreneur* magazine's Franchise 500® list is a testament to the corporate team and franchise members who have helped build the brand to where it stands today, and where it continues to grow," says James Dwiggin, CEO of NextHome. "The ranking confirms our focus on the consumer, branding, and innovative technology are making a difference in the real estate industry."

We would like to extend a huge thank you to all members across the country for making recognitions like this possible.

To view NextHome in the full ranking, visit www.entrepreneur.com/franchise500. Results can also be seen in the January/February 2020 issue of *Entrepreneur*, available on newsstands January 14th.

Interested in being a part of the NextHome Real Estate Franchise? Contact VP of Sales Charis Moreno at 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 25,000 transactions annually worth over \$8B in volume.

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