



Press Release

January 15th, 2020

NextHome opens new office in the Dallas-Fort Worth Metro Area

Rudy Martinez offers home buyers and sellers a team of highly educated agents

Pleasanton, CA — January 15, 2020 — NextHome is proud to announce our newest addition to the franchise, **NextHome Real Estate Advisors**, based in Southlake, Texas. The brokerage represents the 31st office location opened in Texas for the NextHome franchise.

The brokerage will serve clients across the Fort Worth area including Southlake, Dallas, Grapevine, Northlake, Roanoke, Westlake, Justin, Colleyville, Arlington, Irving, and the remainder of Tarrant and Denton counties.

The brokerage is owned by Texas-native Rudy Martinez who has 28 years of real estate experience. NextHome Real Estate Advisors agents are excited to offer their expertise in all types of residential sales. Rudy and his team are especially happy to help first-time home buyers and Texans who are looking to relocate to the perfect forever home.

Rudy began his real estate career in Corpus Christi in 1991. While there, he owned his own independent brokerage - Mitchell Lloyd Properties. After 19 years of building a great reputation around the Gulf of Mexico, Rudy moved to Southlake to be closer to his grandkids.

Building a career in his new home meant getting involved in the area with all it had to offer. Rudy became the president of the Keller Chamber of Commerce and spent his time there bringing businesses together and promoting economic development in his community. He also started teaching with the Texas Real Estate Commission, a job he still enjoys today.

Rudy continued to build his portfolio of satisfied clients by working with several nationally franchised real estate firms.

In 2018, Rudy realized he eventually wanted to own his own franchise or once again open up a small independent brokerage.

“My dream was to open an office that could create and nurture agents who are true professionals and who deeply understand our business and the fiduciary responsibility we have to our clients,” Rudy said. “If I could accomplish that, I knew we could elevate the real estate profession in our area.”

As he started researching options, Rudy reconnected with an agent he mentored years ago during his time at a nationally franchised office.

“That agent had joined NextHome and raved about how great the company was,” Rudy recalled. “I Googled NextHome, researched it, watched the videos posted on the website, and I liked what I heard. The company culture was helping to grow great agents and it resonated with me because that’s the direction I wanted to go.”

Today, NextHome Real Estate Advisors is offering top-tier agents the tools and training they need to thrive in the Dallas/Fort Worth market.



“When agents come on board we sit down and create a road map for where they want to be as an agent and how we can successfully get there,” Rudy said. “Then, we offer weekly mentoring and coaching sessions to keep agents accountable and reaching their goals.”

That high level of agent training resonates with NextHome Real Estate Advisors clients.

“I want people to know that our agents truly care about what the transaction does for you,” Rudy said. “We are always working to a result that is beneficial for the client. We want to create client relationships for life so we can be there for not only their current home but their next home too. Our highly educated agents will not be transactional, but relational.”

Education is a passion of Rudy’s both in his business and in the Southlake community. Rudy serves as a board member of the Northwest Education Foundation. The foundation provides grants for the area schools so teachers can acquire tools and implement teaching techniques tailored to their student’s specific needs. The foundation’s hope is that as teachers take the lead in implementing novel approaches in their classrooms, the entire district will lift to a higher level of achievement.

Rudy is also a 15-year cancer survivor. The life-changing diagnosis led him to serve as a board member with Cancer Care Services. The organization not only helps cancer patients with transportation to their appointments but also provides access to counselors for the patient as well as their family and caregivers.

Rudy has been married to his wife Belinda for 32 years and together they are the proud parents of three grown children: Leslie, Arron, and Matthew.

Please join us in congratulating Rudy on the opening of NextHome Real Estate Advisors in Southlake, Texas!

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 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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