



**Press Release**

**January 24th, 2020**

**NextHome continues Colorado expansion with new office**

*Tyler Scott is the newest franchisee for NextHome*

**Pleasanton, CA — January 24, 2020** — NextHome is proud to announce our newest addition to the franchise, **NextHome Elevate**, based in Castle Rock, Colorado. The brokerage represents the 13th office location opened in Colorado for the NextHome franchise.

The brokerage is owned by Tyler Scott, who brings 12 years of commercial and residential expertise to the business. Tyler and his team at NextHome Elevate look forward to helping buyers and sellers across Castle Rock, Highlands Ranch, Lone Creek, Parker, Centennial, Cherry Creek, and the remainder of the South Denver area.

Tyler began his real estate career in 2008 with the Staubach Company in Houston, Texas. Tyler's foundational experiences in real estate as an intern with the football legend's commercial representation firm gave him unique insights into creating value for commercial clients.

Tyler soon transitioned his skills to commercial firm Jackson & Cooksey in Dallas, and then continued his career in commercial tenant representation by taking a job with Denver-based Equis (now Cushman & Wakefield).

Soon, Tyler was recruited to a Denver-based company to be their in-house director of real estate.

"As a broker, licensed agent, and an investment portfolio manager, I have sat on various sides of the table and I understand the needs of different clientele," Tyler said. "I managed the company's real estate interests better than any external person could."

For seven years Tyler worked in-house with organizations managing their real estate portfolios. He also set himself apart by earning two degrees in real estate and finance from Baylor University.

However, residential real estate sales and investing soon became an enjoyable side job.

"I had a couple opportunities to invest in residential real estate," Tyler recalled. "Soon, friends and contacts started asking me to help them buy and sell homes so I started doing that on my own on the side."

As Tyler became more involved in residential real estate, he saw ways to add value for Denver area buyers and sellers.

"The more I thought about it, the more opportunity I saw," Tyler said. "All I've done my whole career is to find concrete ways to give value to clients. I learned so much in commercial real estate that I can uniquely apply to residential sales. For example, when you do a commercial lease you are paid for the entire term of that lease. When you work with my brokerage, I want clients to experience a higher level of service during the transaction, but also have someone who is there as a resource for as long as they are in that house."

Tyler believes that the real estate relationship should be far more valuable to the client than a one-and-done sales transaction.



“I wanted to run a brokerage where clients can expect a uniquely higher level of service,” Tyler said. “So often it seems like agents show up, go through the motions, the deal is done and they disappear, and maybe once a month you get a generic, impersonal email from them. I wanted to offer something different, something better.”

So Tyler began researching franchises.

“I knew that in order to recruit and train agents effectively I needed a rather robust platform,” Tyler said of his search for the perfect franchise opportunity. “I didn't feel like reinventing the wheel when something was already out there, but I also didn't want something that was stale.”

When he stumbled across NextHome, Tyler was impressed by how fresh and cutting-edge the brand seemed.

“I saw a company that shared many of the same ideas and passions that I already resonated with,” Tyler said. “When I reached out, the level of engagement that I got from all levels of NextHome management was something that just doesn't exist anywhere else - not even close. The more I learned and engaged with the company, well it wasn't even a question anymore about whether this was the right fit.”

Today, Tyler is setting NextHome Elevate apart through superior customer service that lasts throughout the transaction and beyond.

When he isn't building his business, Tyler enjoys spending time in Colorado's beautiful outdoors. He has been married to his wife Morgan for 10 years and together they are the proud parents of Ava (5) and Duke (3).

Please join us in congratulating Tyler on the opening of NextHome Elevate in Castle Rock, Colorado!

**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 25,000 transactions annually worth over \$8B in volume.

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