



Press Release

February 11th, 2020

NextHome expands in Western Chicago

NextHome Acosta offers unique investment property insights

Pleasanton, CA — February 11, 2020 — NextHome is pleased to announce the newest addition to the franchise, **NextHome Acosta**, based in Aurora, Illinois. The brokerage represents the fourth office location opened in Illinois for the NextHome franchise.

The brokerage is owned by Armando Acosta who, along with his wife Maribel, aims to provide superior residential real estate sales service to clients across the area.

A suburb of Chicago, Aurora is the second-most populous city in Illinois. The brokerage will serve clients across the western Chicago suburban area including Naperville, Montgomery, Oswego, Batavia, St. Charles, Plano, and Yorkville.

Armando will serve as NextHome Acosta's broker in charge while Maribel will take the lead in office administration.

Prior to his full-time career in real estate, Armando worked in management with Sodexo. In addition, he also worked in sales for AT&T Wireless. However, throughout his professional life, Armando has always kept a close tie to real estate. At 18-years-old, he began helping his family manage their portfolio of rental properties.

"I oversaw repairs, worked on small construction jobs, and helped wherever I was needed," Armando recalled.

Eventually, the experience prompted Armando to purchase his own investment properties. As his interest in residential investment purchases grew, the next natural step for Armando was to obtain his real estate license. He became licensed in Illinois in 2012.

"As I talked to people about what I did, I began to represent buyers beyond myself," Armando said.

While maintaining his sales and management careers, Armando began working part-time in real estate. He started with a large, nationally franchised brokerage and then partnered with a small independent office.

For the next four years, Armando sharpened his sales, time management, and investment skills. Then, in 2016, Armando used these skills to open his own independent brokerage - Acosta Realty.

As an independent brokerage, Armando built his own foundation for success. The office had six part-time agents working under its banner and closed about 60 transactions per year; of those, Armando closed about 38.

However, Armando knew that if he was going to keep up with an evolving industry that franchising was the right choice.



“When I originally opened Acosta Realty, I understood that technology plays a big role in our business,” Armando said. “I knew that in order to attract and nurture top-level talent I would have to bring those tools to the table as a company. The technology, support, and training was something I was missing being an independent and that’s what made me start looking at franchises.”

Armando found all those things and more with NextHome.

“I always had NextHome on my radar from the time I originally opened my independent office,” Armando said. “However, I wanted to develop my own strong foundation and then partner with NextHome when I was ready to scale up, and that time has come.”

Armando’s NextHome office officially opened November 1, 2019. Today, he is using NextHome’s suite of tools to attract top agent talent and bring superior service to western Chicago clients.

“I have way more tools than I had before,” Armando said. “In addition, the professional branding brings a very strong presence to my area for clients and also for agents. Finally, in terms of time management, what NextHome provides has taken a lot off my hands so I can focus my time and attention on the most important things - my agents and clients.”

Armando and Maribel have been married for 15 years and together they are the proud parents of two boys: Armando Jr. (14) and Allen (11).

Please join us in congratulating Armando on the opening of NextHome Acosta in Aurora, Illinois!

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. The NextHome franchise network ended 2019 with 400+ offices and over 3,600 members across 46 states. The company closes over 23,000 transactions annually worth over \$6.2B in volume.

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