



Press Release

March 18th, 2020

NextHome announces Bradenton, Florida office

Xena Vallone brings experience, professionalism, and reputation for excellence to new venture

Pleasanton, CA — March 18, 2020 — NextHome is pleased to announce the newest addition to the franchise, **NextHome In The Sun**, based in Bradenton, Florida. The brokerage represents the 67th office location opened in Florida for the NextHome franchise and the 446th NextHome office opened nationally.

The brokerage is owned by Xena Vallone, who has been serving the Sarasota and Manatee County area real estate clients since 2002. Xena and her team at NextHome In The Sun will serve all types of residential clients, providing expertise for first-time buyers, move-up buyers, relocations, luxury purchases, and investment buying. In addition, NextHome In The Sun offers property management services.

The brokerage helps all clientele across Bradenton, Ellenton, Lakewood Ranch, Siesta Key, Bradenton Beach, Longboat Key, North Port, Englewood, Venice, Port Charlotte, and the remainder of Manatee, Sarasota, and Charlotte counties.

Xena entered real estate in 2002 following a career as a paralegal in New York. As a paralegal, she worked extensively with homebuyer contracts.

“Because of that background, I am very particular and detail-oriented,” Xena said. “I make sure that our contracts are well written. In addition, seeing that process from the beginning of the contract through the end gave me valuable insights that I can now share with my clients.”

After obtaining her real estate license in 2002, Xena experienced what it was like to work with two franchised brands - Coldwell Banker and Prudential - before opening her own brokerage in 2009.

In the midst of an industry downturn, Xena Vallone Realty expertly weathered the storm. As foreclosures expanded, Xena spoke at seminars and worked with area attorneys to give homeowners the skills and knowledge they needed to potentially save their homes. Xena also had a great team working for her at the time, and together they handled short sales. Xena Vallone Realty developed a reputation for excellent customer service and many of the clients Xena helped during the recession returned when they were ready to re-enter the market.

Xena Vallone Realty did well for 10 years. However, Xena knew that in order to recruit more agents in a changing industry she would need to offer the best marketing and technology available. She began researching franchises and several friends pointed her to NextHome.

“First, I connected with NextHome’s Vice President, Imran Poladi, at a local event,” Xena recalled. “Then my friend Anand Patel opened a NextHome franchise in Tampa. Other agents then began telling me they were going to partner with NextHome. Finally, another friend of mine started his NextHome franchise and I began to think that I was missing the boat on this!”

After a careful six-month decision-making process, Xena opened NextHome In The Sun.



“What really got me was NextHome’s back-end support and how well all the tools worked together,” Xena said. “Also, as a listing agent, I was really impressed with NextHome’s marketing capabilities. Then, when we went to California for our training, everyone was very welcoming and gave us a lot of ideas. The information and support you get is incredible. I really grew to love the family aspect of NextHome, probably because that’s a big part of how I want to do business.”

Today, Xena is setting NextHome In The Sun apart with a focus on her company motto: Real Solutions, Unparalleled Service.

“We are going to find solutions for any problem that might come up,” Xena said. “From contract to close we want to make sure everything works. I’m a checklist girl, so we make absolutely sure everything is in order and we have a reputation for showing clients that we are prepared. We are all about the experience!”

Xena has been actively involved in state and local real estate leadership for more than 10 years. She was the 2017 president of the REALTOR Association of Sarasota and Manatee, which is currently 7,000 members strong. In addition, she has served on several state committees. Xena previously served on Florida’s Resort and Second Home Committee, which she chaired in 2019. Currently, she is on Florida’s REALTORS® Attorney Joint Committee as well as Vice-Chair of Florida’s Forms Committee. Xena has also served as a board member for her local MLS area.

When she isn’t working, Xena enjoys pampering her two beagles and spending time at Bradenton Beach with her husband Dave, her son and daughter-in-law, and their three grandchildren.

Please join us in congratulating Xena on the opening of NextHome In The Sun in Bradenton, Florida!

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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