



Press Release

March 24th, 2020

NextHome announces new Jacksonville-area office

Buyers and sellers across Florida's First Coast gain access to superior service, marketing

Pleasanton, CA — March 24, 2020 — NextHome is pleased to announce the newest addition to the franchise, **NextHome First Coast**, based in Saint Augustine, Florida. The brokerage represents the 68th office location opened in Florida for the NextHome franchise.

The brokerage is owned by the husband and wife team Stephanie and Alfred Sanalila. NextHome First Coast will serve clients across Saint Augustine, Jacksonville, Orange Park, Mandarin, and the remainder of Florida's First Coast area.

According to tradition, the First Coast is the first area of Florida to be colonized by Europeans. Today, people flock to Duval, Baker, Clay, Nassau, and St. Johns counties for their superior school systems and stunning coastlines. Stephanie and her team at NextHome First Coast will primarily serve the area's booming residential market.

"I've been very focused on serving families," Stephanie said. "This area has been growing like crazy, and for good reason. There's a ton of history here, some great museums, a fantastic downtown, and a beautiful waterfront. Combined, all these things make our area a great place to raise a family."

Many of Stephanie's clients are attracted by the St. John County School District. The district is ranked No. 1 in Florida by Niche rankings and consistently remains ranked in the top six percent of schools in the country.

Stephanie's career prior to real estate reflects her love of, and appreciation for, good education. Stephanie holds a master's degree in business and spent about 10 years working in educational publishing. She also spent several years teaching marketing at the college level. Eventually, real estate became a family affair after Alfred entered the industry.

Alfred has been a licensed broker since 2002 and, together, the couple has spent many years providing their clients with unique market insights and perspectives. For the last few years, Stephanie and Alfred worked in Saint Augustine at a large national franchise.

The Sanalilas always knew they wanted to own their own business. So when Alfred stumbled across the NextHome brand in 2019, both Stephanie and Alfred knew they had found the right opportunity.

"We started seeing how smart the all-around NextHome concept was, and how brilliant the marketing was," Stephanie said. "With my marketing background, that really was a high point for me."

Alfred liked how NextHome was unlike any other national franchise he had seen.



"As I dug deeper into NextHome it really seemed like a fresh approach to real estate," Alfred said. "It fills a need in our area."

Today, NextHome First Coast is setting itself apart from other brokerages through its personalized approach to real estate.

"It seems like the majority of my customers think that they are my only customer," Stephanie said with a smile. "They are not, but they feel that way. I love helping clients, and also our future agents, feel that way."

Stephanie is also a talented educator. Today, she is a NextHome certified trainer, giving her the ability to help agents earn National Association of REALTORS® designations.

"Stephanie brings knowledge to the table," Alfred said. "Her clients depend on her to know the process, know negotiation, know everything from contract offer to closing. They lean on her to be that skilled professional, and she delivers. Her ability to share information in an easy, casual, and approachable way definitely comes out."

When she isn't helping clients and agents, Stephanie is passionate about serving the special needs community. This passion began with her late brother Steve and her service honors his memory. Stephanie volunteers with Tim Tebow's Night to Shine program, giving special needs individuals the opportunity to attend an unforgettable prom night experience.

Stephanie also volunteers with the Down Syndrome Association of Jacksonville and is an integral supporter of their annual Buddy Walk. In the past, she has also worked with the U.S. Special Olympics Team as a Bocce Ball coach.

Together, Stephanie and Alfred have three children: Lilly (12), Luke (11), and Leo (5). When they have the chance, the family loves to travel.

Please join us in congratulating Stephanie and Alfred on the opening of NextHome First Coast in Saint Augustine, Florida!

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. 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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