



Press Release

April 7th, 2020

NextHome announces new Milwaukee-area brokerage

Investment veteran Sam Erickson brings unique insights to the booming rental market

Pleasanton, CA — April 7, 2020 — NextHome is pleased to announce the newest addition to the franchise, **NextHome UpSide**, based in Muskego, Wisconsin. The brokerage represents the 10th office location opened in Wisconsin for the NextHome franchise and the 454th NextHome office opened nationally.

The brokerage is owned by investment property expert Sam Erickson and will serve clients across southeastern Wisconsin. Knowledgeable agents with NextHome UpSide are looking forward to serving buyers and sellers in Muskego, Milwaukee, New Berlin, Racine, Waukesha, West Allis, and Brookfield as well as clients in the North and South Shore along Lake Michigan.

Muskego is a small town of just over 24,000 people located 20 minutes southwest of Milwaukee. Muskego's location and its options for larger lots give city commuters the best of both worlds.

"It tends to be a good spot for people who want half-acre or acre-sized lots, but also work in downtown Milwaukee," Sam said. "It's a family community and Muskego is attractive to parents who are looking to move into a good school district."

Sam brings more than a decade of experience in residential real estate to his clients. He is especially well-versed in investment transactions. Sam is also happy to help with apartment buildings, duplexes, four-plexes, and small commercial properties.

Sam began his real estate career at the young age of 19 when he purchased his first investment property. At the time, he was studying finance with an emphasis in real estate at The University of Wisconsin-Whitewater.

In 2009, he obtained his real estate license and his broker's license. Soon after, he joined Ogden & Company Inc.'s commercial real estate division.

A few years later, Sam took his real estate expertise to Cousins Subs and oversaw the sandwich chain's real estate portfolio also working as a real estate consultant for the chain's more than 90 restaurant properties.

All the while, Sam continued to build his personal investment property portfolio and acumen. Between 2011 and 2016, Sam and his wife purchased and flipped eight properties. As the market evolved, Sam transitioned his focus to rentals. In the following years, Sam achieved new levels of success in his business as it continued to evolve.

"Through that time, the transition to real estate sales kind of just happened," Sam recalled. "Since I was in the investment world, word got out and people started asking me for help with property sales. People soon discovered that I was really knowledgeable with rentals and flips. I was doing sales on the side, but in 2014 it grew to a point where it became my full-time job."

Sam then opened Erickson Real Estate Investments. Eventually, his list of clients became so large that a franchised brokerage (and all the support it could provide) became an appealing option.



In 2016, he joined a local branch of Keller Williams where he worked alongside for the next three years. With a team of two agents and one administrative assistant, Sam achieved \$6.5 million in annual sales volume in a market where the average sale price was \$250,000.

However, Sam knew that eventually his career would continue to evolve.

“My education had plateaued and I needed to take the next step in my career,” Sam recalled.

In 2019, he began looking into franchises, and he had a list of essential criteria.

“I wanted something fresh, new, and on-trend,” Sam said. “NextHome was definitely that option.”

Today, NextHome UpSide is using that fresh, on-trend approach to help area buyers and sellers.

NextHome UpSide also provides a home for agents who are looking to achieve the next level in their careers.

“I would love to work with people who had similar experiences I did with feeling like their business has plateaued,” Sam said. “I offer unique expertise to both my agents and my clients. With my years in this area working with investment properties, I understand these homes and those transactions inside and out. Being able to speak ‘the investor language’ as far as benchmarks to determine cash flow, numbers and what they are looking for - that’s a unique perspective agents can receive joining NextHome UpSide.”

Sam is also bringing his clients NextHome’s top-tier standards of professionalism.

“When buyers and sellers work with NextHome UpSide they will see the beautiful marketing standards and exceptional agents who are true experts in their field.”

When he isn’t helping agents and clients, Sam enjoys spending time with his family and volunteering at his church. He and his wife Nichole are the proud parents of three children; Liam (9), Eliza (8), and Preston (6).

Please join us in congratulating Sam on the opening of NextHome UpSide in Muskego, Wisconsin!

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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