



**Press Release**

**April 10th, 2020**

**NextHome announces new brokerage in Hawaii**

*NextHome Paradise Realty offers superb training and agent support*

**Pleasanton, CA — April 10, 2020** — NextHome is pleased to announce the newest addition to the franchise, **NextHome Paradise Realty**, based in Kailua-Kona, Hawaii. The brokerage represents the fifth office location opened in Hawaii for the NextHome franchise and the 457th NextHome office opened nationally.

The brokerage will serve residential, luxury, and investment clients across west Hawaii. Service areas include North and South Kona as well as North and South Kohala.

NextHome Paradise Realty is owned by the husband and wife team Michael Drutar and Lisa Vos Drutar. Michael is a 16-year veteran of Big Island real estate with a passion for helping the areas real estate professionals achieve their highest potential.

For the past 16 years, Michael has been affiliated with two nationally recognized franchised brands. In those years, he was able to develop a strong grasp on the Hawaii housing market and achieve outstanding sales numbers. In addition, one of Michael's proudest achievements has been his legislative advocacy on behalf of thousands of REALTORS® and the area's investors and owners.

"I'm really proud of being able to give back to the real estate community," Michael said. "In the last couple of years we've seen major legislation with short term vacation rentals and I was able to be a part of educating lawmakers through that process."

Michael continues to serve with his area associations to help guide public policy. For his efforts and accomplishments in real estate, Michael was named REALTOR® of the Year in 2019 by the West Hawaii Association of REALTORS®.

In 2019, his dedication to local REALTORS® led Michael to consider opening his own brokerage.

"I began to notice subtle shifts in the real estate industry in general," Michael explained. "I began to notice that many brokerages were passionate about building the number of agents working with them, but in the process, some agents were being left behind. I believe that wherever you focus your business strategy is where you are going to have success."

Success to Michael looked like shifting the emphasis of his profession back to individualized training, personal coaching, and client-focused business.

"I saw the opportunity to do something different," Michael said.

As he began looking into franchise opportunities, he discovered NextHome in an industry report. Although the company's branding caught Michael's eye, he knew that a strong brand will only get you so far.

"The branding is truly a differentiator and I loved it," Michael said. "But after that, it was the philosophy of the company that really fell in line with what I believed. It was 100 percent a



natural fit. I really appreciated that the leadership team is knowledgeable about what the real estate industry is like today - they are in touch with what's happening now, and where we are heading.”

In addition, Michael was impressed by how NextHome’s technology tools enhanced his agent’s customer service abilities.

“I really appreciated that the technology can work with the agent to enhance their relationship with the client rather than putting up potentially difficult technology as a barrier between them,” Michael said. “Partnering with a truly client-centric company aligned with where I wanted to be.”

Today, Michael is providing west Hawaii agents with the career-building support and knowledge they have been craving.

“The primary focus at NextHome Paradise Realty is not agent count, it is nurturing great agents and great relationships with our clients,” Michael said.

That focus is attractive to clients across the Big Island.

“We are going to get back to putting the client first,” Michael said. “We want to teach people how to provide such superior service that they create relationships for life. The best way to do business is to take care of your clients.”

When he isn’t supporting NextHome Paradise Realty agents, Michael continues to be active with his state and local associations and in his community. He has been the President of his local board and has served as Director and Executive Committee for his state association. Michael has also served as the chair of the West Hawaii Association of REALTORS® Government Affairs Committee and has served on many of the association’s other committees including finance and fundraising.

Michael is also on the board of directors for Peoples Advocacy for Trails of Hawaii. Currently, the group is advocating for safer routes for kids to bike and walk to school.

In his spare time, Michael enjoys road biking with The Coffee Talk Riders - a social cycling club he founded alongside his wife that has blossomed into hundreds of members.

Michael has been married to Lisa since 2013 and together they enjoy networking and getting to know new people. Lisa is originally from Washington state and runs her own bookkeeping company.

Please join us in congratulating Michael and Lisa on the opening of NextHome Paradise Realty in Kailua-Kona, Hawaii!

**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.



###

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.

*The names of actual companies and products mentioned herein may be the trademarks of their respective owners. Each office is an independently owned and operated business.*

**For more information, press:**

Imran Poladi  
209.470.1493  
imran@nexthome.com

**For more information, sales:**

Charis Moreno  
925.271.9102  
charis@nexthome.com

**For additional announcements and press releases, please visit:**  
[www.nexthome.com/trending](http://www.nexthome.com/trending)