



Press Release

April 17th, 2020

NextHome announces Pasadena brokerage

NextHome The Foothills gives local professional Sal Torres a way to serve his hometown

Pleasanton, CA — April 17, 2020 — NextHome is pleased to announce the newest addition to the franchise, NextHome The Foothills, based in Pasadena, California. The brokerage represents the 73rd office location opened in California for the NextHome franchise and the 460th NextHome office opened nationally.

Located just outside of Los Angeles, the Pasadena office will serve clients across the San Gabriel Valley including Glendora, La Verne, Claremont, Monrovia, San Marino, Sierra Madre, Altadena, Pasadena, South Pasadena, San Dimas, El Monte, Covina, West Covina, Baldwin Park, Claremont, Duarte, Irwindale, Alhambra, San Gabriel, and Monterey Park.

The brokerage will be led by Sal Torres, a San Gabriel Valley local who has more than 20 years of experience in real estate and personal finance. As sole owner, Sal will handle all day-to-day operations for the company.

Under Sal's leadership, the team at NextHome The Foothills serves all types of residential real estate needs including relocations, first-time home buying, and investments. The brokerage will accommodate both English and Spanish speaking clients.

With a feeling all its own, Pasadena was the perfect place for Sal to open a new office.

"I grew up about 15 minutes from Pasadena and my wife is from the area," Sal said. "It was a place we always loved. There is so much rich architecture, in Victorian and art deco styles, and the community is really supportive of its small businesses. It has such a unique feel that is all its own, despite being only a few minutes from Los Angeles."

Before embarking on his real estate career, Sal studied finance, retirement planning, wealth transformation, and mortgage planning. In 2000, Sal obtained his license and started his real estate career at a local independent boutique brokerage. Although he started as an agent, Sal quickly moved into management.

In the four years that he was there, he grew the company to 20 agents while still personally selling more than 30 transactions annually.

In 2004, Sal opened his own brokerage, Realty Professional. He described the experience of running his own company as a valuable learning opportunity where he sharpened skills in negotiation, problem-solving, and working with various personalities. During this time, Sal also purchased 13 homes for his personal portfolio for rental properties.

In 2012, Sal converted his brokerage into CREA Realty Inc. The purpose of the rebrand of the brokerage was to create a company that was a community resource that residents could count on for solid real estate advice. The company grew to 42 agents and was becoming well known for helping residents throughout the Inland Empire Region.

"From 2007 to 2012 our local communities were filled with homes that were either in foreclosure or in short sale status," Sal said. "I wanted to make sure homeowners had a resource



to help them either keep their home or at the very least work out a short sale that would help them get out of a tough financial situation.”

Whether it was assisting with loan modifications, avoiding foreclosure, or helping list and sell their home via short sale, Sal and his team provided a valuable resource to homeowners who were looking for help.

In 2018, Sal found the NextHome franchise while flipping through REALTOR® Magazine and started researching the company.

“I felt that partnering with NextHome was the best option to help our agents grow and further their career,” said Sal. “Our company will help agents build a sustainable business, help them with personal and professional accountability, and create a brokerage with a fun, supportive culture.”

NextHome The Foothills is Sal’s second NextHome partnership - he also owns NextHome CREA Real Estate in Ontario.

When not selling real estate, it’s all about family for Sal.

He and his wife of 22 years, Desiree, have three children – daughters Odyssey (21) and Heidi (15), and son Noah (9). The Torres’ also welcomed a grandchild last year.

Desiree is also a REALTOR® and will be working alongside Sal as he supports agents and provides superior service to area buyers and sellers.

Please join us in congratulating Sal on the opening of NextHome The Foothills in Pasadena, California!

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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