



**Press Release**

**May 14th, 2020**

**NextHome Navigator becomes first brick-and-mortar brokerage in Tiffin, Iowa**

*Jeff Tackaberry brings relationship-based marketing and agent support to Iowa City suburb*

**Pleasanton, CA — May 14, 2020** — NextHome is pleased to announce the newest addition to the franchise, **NextHome Navigator**, based in Tiffin, Iowa. The brokerage represents the sixth office location opened in Iowa for the NextHome franchise and the 471st NextHome office opened nationally.

NextHome Navigator also represents a milestone for the city of Tiffin real estate industry - it is the first brick-and-mortar brokerage to open in the fast-growing community.

Tiffin offers the best of small-town living with a 15-minute commute into Iowa City and a 30-minute commute into Cedar Rapids. From this vantage point, NextHome Navigator will serve clients up and down the Interstate 380 corridor between Iowa City and Cedar Rapids. The brokerage's service areas include Johnson, Iowa, Cedar, Linn, and Washington counties.

NextHome Navigator is owned by Jeff Tackaberry. Jeff is bringing more than 17 years of experience to area buyers and sellers. Although Jeff finds working with first-time homebuyers exceptionally rewarding, he is also experienced in relocations and upward mobility clients.

Jeff began his real estate career in 2003 in Iowa City. Over 17 years, Jeff has worked with two nationally recognized brands and two large locally recognized brands. During his time at Iowa Realty, he became a top producer in the Iowa City company. Later he worked with Skogman Realty.

“During my time at these larger companies, I began to dream about a more personal brokerage where management was firmly grounded in real estate experience and a place where new agents receive the personal mentoring they crave,” Jeff said.

He learned that bigger is definitely not better. Most importantly, it was during those years that he began to lay the groundwork for the creation of a relationship-based business where people come before profit.

“Being a top producer was a wonderful accomplishment,” Jeff said. “But in the end, what I’ve always been driven by is the ability to serve folks and do good business for them. The people I serve are truly my greatest motivating force. Helping folks effectively navigate the housing market is my focus. The name “NextHome Navigator” was inspired by the desire to do just that.

“I know that there are many young agents in the area who could benefit from closer mentoring relationships with experienced agents and a broker willing to give them the time and attention they need,” Jeff said. “I saw an opportunity to create a management culture that could truly build service-minded agents - and that is the legacy I want to build in Tiffin.”



As he began researching opportunities, he stumbled across NextHome. The franchise stood out among other options.

“Despite their good intentions to serve well, it seemed to me like other franchises I looked into got lost in bureaucracy and their own organization,” Jeff said. “In the end, the agent, and how well that agent is supported, will determine how well the client is served. NextHome was the perfect partner to build a supportive, relationship-based brokerage.”

“I really believe that people don't care what you know until they know that you care,” Jeff said. “If you aren't serving your agents and your clients with compassion and understanding, then those agents and clients will easily see through the fallacies of your business model. If you genuinely take care of people, that's good business.”

When he isn't building his brokerage or supporting his agents, Jeff is active in his community. He is often found working to give back to the community in service as a Clear Creek Amana School District Board Member.

Jeff and his wife Amy have been married for 28 years and together they have three daughters. Jenna (Smith) is a music teacher in North Carolina, Mikayla is a Sophomore at Olivet Nazarene University in Illinois, and Haley will be starting her senior year of high school this fall. To add even more excitement to the family, they enjoy their two Golden Doodles; Wrigley, a 105-pound gentle giant, and Marley, a sweet new pup they recently welcomed into their home.

Please join us in congratulating Jeff on the opening of NextHome Navigator in Tiffin, Iowa!

**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.

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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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