



Press Release

May 29th, 2020

NextHome expands in Gainesville, Florida

Kent Rodahaver opens second brick-and-mortar brokerage in vibrant Haile Village

Pleasanton, CA — May 29, 2020 — NextHome is pleased to announce the expansion of NextHome South Pointe in Gainesville, Florida. Located in the vibrant Haile Village Center, **NextHome South Pointe (Gainesville)** builds on the success of owner Kent Rodahaver’s first NextHome brokerage in Saint Petersburg, Florida.

NextHome South Pointe (Gainesville) represents the 72nd office location opened in Florida for the NextHome franchise and the 478th NextHome office opened nationally.

NextHome South Pointe (Gainesville) serves customers across Alachua County and the remainder of North-Central Florida. The brokerage’s array of knowledgeable associates are happy to serve all types of residential clients, and they are especially well-positioned to serve the needs of Gainesville’s homebuyers, sellers, and investors.

NextHome South Pointe is located in the heart of Gainesville’s Haile Village, where farmer’s markets and festivals animate summer evenings, and Oktoberfest and fall gatherings bring the community together later in the year.

“Even though it is a university town, Gainesville has that hometown feeling and there are a lot of great opportunities for getting involved in the community,” Kent said. “With several NextHome South Pointe agents already very active in the area, and with our drive to be involved in community events, Gainesville was just the perfect fit for expansion.”

Kent has a wealth of Florida real estate experience that benefits NextHome South Pointe clients and associates. In 1998, Kent entered real estate by renovating and flipping properties throughout the St. Petersburg and Tampa Bay areas.

In 2005, the general contractor started a residential/commercial investment and development firm – Water Oak Development Group. Obtaining his real estate license then was a natural career progression for Kent.

“As a buyer, seller, remodeler, and developer, I was very involved in every transaction,” Kent said. “I appreciated that side of the business and recognized how much I liked it. Once I realized how much I genuinely enjoyed the sales and transactional perspective of our business, I made it my full-time career.”

Kent started his sales career with a Florida boutique luxury brokerage. After several years working with that office, Kent transitioned to a 100 percent commission-based brokerage where he continued to excel – selling about 30 properties per year. Soon, the time came for Kent to branch out on his own. The real estate professional obtained his broker’s license and started conceptualizing his own business-owning aspirations.

“Partnering with a customer-centric organization that had a great culture was mandatory for me,” Kent said of his decision to open a NextHome brokerage. “The more I researched, the more I knew that NextHome was going to be an amazing fit for me as a business owner.”



Since opening his first brokerage in late 2019, Kent has seen the difference that a NextHome partnership can make.

“Every expectation that I’ve had has not just been met, but exceeded,” Kent said. “I get great support from the corporate and executive teams. The marketing is amazing, and NextHome gives me all the freedom and ability to do my job as a broker so that I can grow. The associates love what NextHome offers them and I am thrilled to be able to expand.”

As he looks to the future in Gainesville, Kent plans to add additional area talent to his office of already accomplished associates.

The ability to help others achieve incredible success is part of Kent’s personal and professional DNA. As an IronMan athlete and performance coach, Kent has a knack for helping people realize their full athletic potential.

“It is an amazing feeling to be able to positively impact lives,” Kent said. “I have had the honor of helping aspiring athletes change their lives and lifestyles and I like to think I have that same positive impact on my agents, my office, and especially my customers.”

Please join us in congratulating Kent on the expansion of NextHome South Pointe in Gainesville, 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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