



Press Release

June 24th, 2020

NextHome announces new Florida office

NextHome Top Shelf Realty offers wide expertise in all types of residential real estate

Pleasanton, CA — June 24, 2020 — NextHome is pleased to announce the newest addition to the franchise, **NextHome Top Shelf Realty**, based in Orange City, Florida. The brokerage represents the 73rd office location opened in Florida for the NextHome franchise and the 485th NextHome office opened nationally.

NextHome Top Shelf Realty will serve clients across Central Florida including those in the cities of DeBary, Lake Mary, Heathrow, Sanford, and the remainder of Orange, Volusia, and Seminole counties.

The brokerage is owned by Jon Hall, a native Floridian who has worked in the Central Florida real estate and commercial business since 2005. NextHome Top Shelf Realty's broker of record is David Hall. David obtained his license in 1985 and is also a licensed real estate attorney. Together, this father and son duo is bringing exceptional marketing and cutting-edge real estate technology to central Florida clients.

With a group of professional agents poised to help, NextHome Top Shelf Realty offers expertise in vacation rentals, 1031 exchanges, investments, property management, military relocations, and many other types of residential and commercial real estate. NextHome Top Shelf Realty also offers expertise for foreign investors.

"We have a great group of people here," Jon said.

Jon began his real estate career after graduating from Florida State University. His first year in business, Jon achieved \$1.3 million in sales. His career path then turned towards the construction trades. Jon worked with Hertz Equipment Rental Corp. where he coordinated large machinery rentals for construction projects. In 2010, Jon started work with the Kohler Company. Although the company is best known for its plumbing products, it also manufactures furniture, cabinetry, tile, engines, and generators.

"Working in the builder channel, I got to see every phase of housing from start to finish," Jon said. "We are uniquely qualified to handle every step of the way with our clients."

In 2019, Jon jumped back into real estate sales full-time and opened Top Shelf Realty Group LLC. The brokerage quickly began to attract agents and Jon began to think carefully about how he could offer them the best possible work experience.

"I began looking at all the different resources I needed to invest in so that my agents could have a full package of cutting-edge tools at their disposal," Jon said. "I'm a numbers guy and when I started adding it all up, these tools began to exceed the cost of a franchise!"

At that point, Jon knew that franchising was the right choice. After comparing options, he also knew that franchising with NextHome was the right choice.

"After I saw the outstanding tools that NextHome offers, the value they provide, and the company's people-first culture, the decision became a no-brainer," Jon said.



He added that he was attracted both by the company’s technology and its philosophy.

“The whole reason I’m in real estate is that I want to make connections with people and truly help them,” Jon said. “It just felt right partnering with a company that understands that it’s not about a sale, it’s about a person.”

Today, Jon is combining his care for clients with NextHome’s suite of technology to provide an unparalleled experience.

Around town, the brokerage owner is known as “Coach Jon.” An avid supporter of youth sports, Jon has been volunteering his time coaching since 2002. Coach Jon has been there every step of the way as local kids learn the fundamentals of good sportsmanship through basketball, soccer, football, and baseball. Jon volunteers through the City of DeBary Parks & Recreation Department, DreadHead Sports, and at various YMCAs.

Jon and his wife Courtney have been married since 2005 and together they have three children: Caitlyn (10), Addison (8), and Tyler (18 months). Caitlyn is an accomplished athlete in many sports and Addison is a state-level gymnastics champion. The family loves being outside together, and they can often be found enjoying the 100-square foot American Ninja Warrior course that Jon built in their backyard.

Yet another fun fact about Jon: in 2007 he competed on Wheel of Fortune and won \$27,300 in cash.

Please join us in congratulating Jon, David, and the rest of the team at NextHome Top Shelf Realty on their official opening!

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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For more information, press:

Imran Poladi
209.470.1493
imran@nexthome.com

For more information, sales:

Charis Moreno
925.271.9102
charis@nexthome.com

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