



Press Release

July 14th, 2020

NextHome announces Mammoth Lakes brokerage

Nestled in a stunning vacation area, NextHome Mammoth Lakes offers professional, knowledgeable, and relationship-based service

Pleasanton, CA — July 14, 2020 — NextHome is pleased to announce the newest addition to the franchise, **NextHome Mammoth Lakes**, based in Mammoth Lakes, California. The brokerage represents the 75th office location opened in California for the NextHome franchise and the 493rd NextHome office opened nationally.

Located just three hours south of the Reno/Tahoe area and five hours north of Los Angeles, Mammoth Lakes is a mountain paradise with meandering streams and majestic views. The vacationer's wonderland is located just 45 minutes from the east entrance of Yosemite National Park and offers scenic recreation in the summer and world-class skiing in the winter. The area provides attractive real estate investment opportunities and thrives on short-term vacation rentals and second homes.

NextHome Mammoth Lakes is poised to provide superior service to clients up and down the Highway 395 corridor, from the town of Topaz in the north all the way south to Lone Pine.

NextHome Mammoth Lakes will serve this unique area's residential and investment real estate needs under the leadership of owner/broker Eric Leach. Eric has been a full-time real estate professional in the Mammoth Lakes area for more than a decade and has held his real estate sales license since 2002.

Throughout his formative years in the industry, Eric worked with both a large national franchise and a small independent brokerage.

In 2008, Eric obtained his broker's license and, with two other partners, opened Resort Property Realty, Inc. In the midst of a national housing downturn, the business managed to thrive.

"We really did open in one of the worst times," Eric said. "But I was a young guy and I was hungry which pushed me to continue to hustle and hustle. We have been successful since the first month we opened and that is something I've been very proud of."

Through hard work and dedication to both agents and clients, Resort Property Realty, Inc. became the second-largest brokerage in Mammoth. In 2015, Eric's partners left to pursue other opportunities making Eric the company's sole owner.

Last year, the small-town brokerage achieved a high watermark of over \$71 million in real estate sales with 137 annual transactions.

However, what Eric is most proud of is his connection with his 16 agents and his dedication to their support.

"They can call on me anytime, anywhere," Eric said. "They never feel abandoned and I always go to bat for them."



In 2019, that dedication to agent success and a desire to grow his business prompted Eric to look into options for more robust marketing and technology.

“It was something I knew I needed to do,” Eric recalled. “But revamping the brokerage’s marketing always seemed to take a back seat to other more pressing concerns.”

As time went on, Eric kept seeing the NextHome brand pop up. One day, he read an article about the company in REALTOR® Magazine. Between the franchise’s industry-leading marketing and what he read in the magazine article, Eric began to think that 2020 was the right time to finally transition his independent brokerage to a NextHome franchise.

“Since partnering with NextHome, I see how I will take the marketing and technology to a new level,” Eric said. “It will help us stay sharp and keep agents at the top of their game. With NextHome, we have the tools to be great leaders in our real estate market.”

Eric and the 16 agents already working with the brokerage are excited to bring relationship-based real estate service to all types of clients.

“As things have become so automated, interpersonal relationships are just that much more important,” Eric said. “If someone is looking for a trusted advisor to help them out with a financial transaction that may be one of the largest in their lives, I want to make sure they are working with someone who is as responsive as possible, who is on top of their market and who knows all the ins and outs. With that approach, we hope to not only provide a successful transaction but also build a new friendship.”

In addition to his real estate brokerage, Eric operates Mammoth Lakes Jiu-Jitsu - a community program that brings the joy and discipline of martial arts to both youth and adults. Eric has been an active martial artist for more than 25 years and has been running the Mammoth Lakes Jiu-Jitsu program as the lead instructor for over 12 years.

An avid cyclist and outdoorsman, Eric has traveled all over the world.

“I love getting to see and experience other cultures,” Eric said.

He has completed five bike tours throughout Europe and especially enjoys his time traveling through Asia.

Please join us in congratulating Eric and the entire team at NextHome Mammoth Lakes on the opening of their new brokerage!

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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