



Press Release

July 23rd, 2020

NextHome announces NextHome Vision in Rocklin, CA

Real estate power couple Kristi and Jaret Ghent offer in-depth expertise in every aspect of real estate and brokerage leadership

Pleasanton, CA — July 23, 2020 — NextHome is pleased to announce the newest addition to the franchise, **NextHome Vision**, based in Rocklin, California. The brokerage represents the 76th office location opened in California for the NextHome franchise and the 495th NextHome office opened nationally.

The brokerage will serve clients throughout Northern California, providing particular expertise in investment properties and residential real estate.

They are headquartered about 30 minutes northeast of downtown Sacramento in the family community of Rocklin. The city offers a family-friendly environment and accommodates many diverse lifestyles. Nestled outside of the Sierra Foothills, Rocklin is about 90 minutes from the Lake Tahoe region while also offering the best of Sacramento's contemporary culture. With its proximity to the Nevada border, NextHome Vision has intentions to represent clients in both states in the very near future.

NextHome Vision is owned by the husband and wife team of Kristi and Jaret Ghent. Kristi and Jaret have enjoyed more than 20 years of phenomenal success across a wide range of sub-specialties. From real estate investing and agent mentoring, to small business leadership and technology innovation, the Ghents offer that expertise and much more at NextHome Vision.

Jaret and Kristi are truly partners in life and business. They met in 1990, and in 1993 were married in the Bay Area. They purchased their first home, which happened to be a foreclosure, igniting their passion for rehabbing homes. Much of their shared love for everything real estate comes from Kristi's Dad, who was a long-time professional in Bay Area real estate, and Jaret's upbringing in the Midwest around his Grandfather and Uncle, who could build most anything with their own two hands.

Partnering with a construction co-worker in the late 1990's, a Bay Area design/build firm was established. Several memorable projects were commissioned for local professional athletes and some of Silicon Valley's brightest young minds. Specializing in high-end residential remodels, their work was featured in Sunset Magazine and Designer's Illustrated. Together, Jaret and his partner began identifying real estate investment opportunities across Northern California that they could fix and sell for profit. Instantly hooked, they quickly became known as "the flippers."

After obtaining his sales license, Jaret joined RE/MAX. In 2002, he was recruited by the largest RE/MAX franchise Northern California based out of Sacramento, and Kristi left an almost two-decade career in retail and consumer banking to support the growing business. Together, they applied their work ethic and real estate knowledge to help their RE/MAX office become No. 1 in sales production in California & Hawaii. Their out-of-the-box approach to business and their consumer-centric model propelled their team to the top 10% in real estate sales worldwide for several years.

In 2007, as the economy changed, so did their thoughts about the business and the industry.



“We started to develop what we believed to be the future of real estate brokerage models”, Jaret said. “We built one of the country's first truly paperless offices, utilizing technology to manage and grow the business. We streamlined every aspect and designed our brokerage with systems that enabled us to operate from anywhere.”

In 2009, the Ghents launched Vision Real Estate. The brokerage model was foreign to state regulators at the time, operating paperless and without a trust account. Jaret and Kristi's forward-thinking approach and innovative thinking have directly influenced and had a lasting impact on real estate still today.

“We named our company Vision Real Estate, because that's who we've always been,” Kristi said. “We are forward-thinking people who see the vision for our industry.”

In 2013, Kristi and Jaret decided to shake things up a bit, taking on different roles in their real estate businesses. Kristi became the company CEO and was solely responsible for the day to day operations and for the first time, also took the sales lead, quickly building an impressive “referral only” sphere-based business. By focusing on the clients she served, not the transaction, it became apparent that her way of helping buyers and sellers was a much more rewarding and sustainable practice.

Through all of their success and failures, Kristi and Jaret know that steady innovation is essential for long-term growth. Most importantly, the ability to free up their time by partnering with the right franchise would allow them to take the next steps in their careers, giving back and sharing their life experiences to influence the lives of others. After watching and carefully analyzing NextHome's success over the past several years, Kristi and Jaret knew that the franchise would be the best platform to help them achieve their next goals.

“There's such a wide demographic that our industry services and if we don't continually connect with people and evolve with their unique needs, real estate agents will be useless,” Kristi said. “The best way that I have found to do that is to put people first. NextHome has the Humans Over Houses mentality at its core, and is a company that understands that connection with people is what's going to make your business successful.”

Today, NextHome Vision's core focus is helping agents grow. With their deep experience across a wide range of real estate specialties, Kristi and Jaret have the tools to help agents thrive. They are stepping aside from the routine of real estate sales, and opening doors to agents that yearn to grow professionally and personally, leading to living a “life by strategy.”

“We have worked hard to truly become experts in every aspect of the home experience,” Jaret said. “We have built homes, and our business, from the ground up. We have helped every type of client. We have owned and operated several successful real estate businesses. We truly are experts!”

“Through NextHome Vision, we want to create something that is bigger than us,” Kristi added. “We want to give back to the real estate community by helping agents grow. NextHome is a company and a platform where we felt we could truly accomplish this.”

Kristi and Jaret are the parents of four kids, ages 15 to 26. Understanding now the impact of their decisions more than 25 years ago, they see that real estate has given them and their family the opportunity to do what they want, when they want, which has allowed them to be deeply involved in their kid's lives through education and extracurricular activities.



“From kindergarten to high school, I’ve had the chance to be involved in my kid’s classrooms, athletic activities, organizational boards, junior achievement, and I even taught art for 11 years,” Kristi said. “Time is one commodity that we can’t replace. Real estate and the way we have structured our business has given me the privilege to spend my time in the best way for my family.”

Please join us in congratulating Kristi and Jaret on the opening of NextHome Vision in Rocklin, California!

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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