



Press Release

November 10th, 2020

NextHome Pinnacle Realty opens in Southern Florida

Debrah Sutherland launches brokerage dedicated to excellent agent support and client experiences

Pleasanton, CA — November 10, 2020 — NextHome is pleased to announce the newest addition to the franchise, **NextHome Pinnacle Realty**, based in Plantation, Florida. The brokerage represents the 78th office location opened in Florida for the NextHome franchise and the 525th NextHome office opened nationally.

The brokerage will serve clients across Florida's Tri County area including Broward, Palm Beach, and Miami-Dade counties.

NextHome Pinnacle Realty is owned by Debrah Sutherland, an experienced REALTOR® with a passion for helping others.

Debrah obtained her real estate license in 2014 on the heels of a career as a legal assistant. Debrah's days were filled with deeds, titles, and helping clients through foreclosures and estate planning. However, around 2014, her family and friends began sharing their experiences with REALTORS® and those conversations ignited her passion for quality customer service.

"They didn't receive the highest quality service, and some had really bad experiences," Debrah recalled. "I thought that providing great real estate service could offer a kind of job satisfaction I couldn't get purely pursuing a career in law."

When Debrah approached the attorneys at her firm with the idea, they were thrilled to be able to fill a gap in their services.

After a few years, Debrah's real estate sales business began to really pick up. She left the law firm and devoted herself entirely to serving real estate clients. Throughout her career, Debrah has worked with both national franchises and boutique brokerages, providing excellent service no matter where she goes. She soaked up all the training she could get her hands on during those early years. Debrah also gained valuable experience by taking the clients that other agents tended to pass up.

"So many didn't want to have to work with rental clients, so I took that business," Debrah said. "Over the years, I developed great relationships with these people and when they were ready to buy, I was happy to help."

Through her dedication to her clients, no matter their needs, Debrah's business has become almost entirely repeat and referral.

Debrah's hands-on experience molded her into a high achieving REALTOR®. She enjoys sharing that knowledge with other agents, and REALTORS® from across her area began flocking to her for guidance.

"I love being in a position where I can provide value to other professionals," Debrah said. "A lot of people have been able to reach out to me - and that's what actually brought me to NextHome."



As a team leader who personally closed about 35 transactions per year, Debrah was accomplished in her market. However, she knew that she wanted to build something that would elevate agents' abilities and leave a local legacy.

"I needed to build something that I could entirely dedicate myself to - a company that I could truly buy into," Debrah said.

After deciding that brokerage ownership was her next step, Debrah found NextHome and it was exactly what she wanted.

"I was looking for a company that offered amazing technology, expansive training, and a brand that was well-established," Debrah said. "When I found NextHome it was all these things as well as a company culture that I felt comfortable with."

Today, Debrah is creating a brokerage that is connected to her community and where agents can feel like they have found a home.

"I want my agents to feel like they are a part of a family," Debrah said.

Outside of building her brokerage, Debrah enjoys flipping properties with her husband Christopher Tyler, who is a general contractor. The couple has been together for more than a decade and they were married in 2017.

Together they love cheering on Debrah's stepdaughter, Asaciah, as she excels in soccer.

Please join us in congratulating Debrah on the opening of NextHome Pinnacle Realty in Plantation, 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 has 500+ offices and over 4,000 members across 46 states. The company closes over 23,000 transactions annually worth over \$6.2B in volume.



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