



Press Release

February 22nd, 2021

NextHome Diamond Properties opens in Seminole County, FL

Brokerage brings bespoke service to growing Sanford area

Pleasanton, CA — February 22, 2021 — NextHome is pleased to announce the newest addition to the franchise, **NextHome Diamond Properties**, based in Lake Mary, Florida. The brokerage represents the 81st office location opened in Florida for the NextHome franchise and the 547th NextHome office opened nationally.

NextHome Diamond Properties is poised to provide exceptional service to the growing area of Seminole County, specifically Sanford, Florida.

Brokerage owner Christine Gerardi has lived in the area for more than 27 years and is excited about Sanford's growth.

"I've watched this city grow from a low population area to one of the fastest-growing areas in Seminole County," Christine said. "I am excited to help buyers and sellers as they discover Sanford's strong small business support, great infrastructure, and stunning amenities."

In addition to Sanford, Christine offers world-class knowledge and service for clients in Longwood, Heathrow, Lake Mary, Oviedo, Altamonte Springs, and the remainder of Seminole and Volusia counties.

Christine spent many years as a custom high-end jeweler before becoming a REALTOR®. She started her career with a nationally franchised brand in 2015, but quickly realized that corporate culture wasn't for her.

"A friend who knew that I was looking for a change said that I should check out NextHome," Christine recalled. "But I was hesitant because I didn't want another franchise - I wanted something with a local emphasis and small-town feel."

The friend insisted that NextHome provided everything Christine wanted. Still hesitant, she spent several months interviewing with local brokerages. However, none were the right fit. Then, Christine took a closer look at NextHome.

"I discovered that 'Humans Over Houses' isn't something that this franchise just talks about - they live it," Christine said. "I see it in agents, I see it in the people I meet at conferences. Everyone I come in contact with from corporate to local agent has that same core belief in the importance of putting people first."

Christine became a NextHome agent in 2016 and, four years later, she is ready to fulfill her dream of owning her own brokerage - all with the backing of NextHome's industry-leading technology and support.

The name for her brokerage came from her bespoke jewelry designing experience.

"Every piece I created for clients was tailored to their hand, to their style, and I wanted to bring that same level of dedication to my clients unique needs into my brokerage," Christine said.



Christine’s vision for NextHome Diamond Properties includes welcoming quality agents who have a passion for helping people. She is also looking forward to opening a brick-and-mortar office where community members can enjoy pressure-free education and real estate support.

“I realized that what I love the most about real estate is helping people,” Christine said. “I love finding solutions for them, training, branding, marketing. I am really looking forward to stepping into the role of broker and business owner.”

Christine is also passionate about serving in her community, especially supporting foster kids who have aged out of the system. Christine is on the board of The Village House, division of IMPOWER, a non-profit that provides housing and support for foster children ages 18-24 that have aged out of the system.

Please join us in congratulating Christine on the opening of NextHome Diamond Properties in Lake Mary, 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. Recently ranked as the No. 1 franchise in the country in owner satisfaction, the NextHome franchise has 480+ offices and 4,400+ members across 48 states. The company closes over 29,000 transactions annually worth over \$8.2B in volume.

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