



Press Release

April 2nd, 2021

NextHome announces new Florida brokerage

NextHome Marketplace provides expertise in horse property, property management

Pleasanton, CA — April 2, 2021 — NextHome is pleased to announce the newest addition to the franchise, **NextHome Marketplace**, based in Ocala, Florida. The brokerage represents the 83rd office location opened in Florida for the NextHome franchise and the 556th NextHome office opened nationally.

NextHome Marketplace will serve clients across Marion County, including Dunnellon, Belleview, and the northern end of The Villages. Located in the center of the state, just an hour and a half north of Downtown Orlando, Ocala is one of the fastest growing communities in the nation, attracting buyers with its stunning horse properties and spacious land options.

Between April 1, 2019, and April 1, 2020, Marion County added 7,714 people to reach 368,135 residents, according to population data compiled annually by the Bureau of Business and Economic Research at the University of Florida. That was a year-over-year growth rate of 2.14 percent. That was 14 percent higher than 2019, and the biggest annual jump in at least a decade. In addition, Ocala ranked No. 1 in the nation with the greatest number of small business owners among mid-sized cities, according to a recent study by AdvisorSmith.

In this setting, NextHome Marketplace is well positioned to provide outstanding service to residential buyers and sellers, especially those seeking horse and ranch properties.

NextHome Marketplace is owned by Frank Green, a 12-year real estate sales veteran with unique expertise in property management.

In 2013, a few years after obtaining his sales license, Frank opened All County Marion Property Management. The business grew to serve owners in both Alachua and Gainesville counties and managed more than 250 doors.

Through the years, Frank began to truly enjoy the relationships he developed with property owners. However, because the property management business was so busy, Frank rarely had time to help these owners with their real estate sales and acquisition needs. He wanted to provide a full-service opportunity for his clients.

That's when he started considering a franchise. After a quick search, he discovered NextHome and all that it offered.

"I love that I have a model to follow and built-in plans for marketing and advertising," Frank said.

Today, Frank is excited about the opportunities that a NextHome franchise will provide him.

"NextHome has a lot of helpful information to help me attract, train, and retain agents," Frank said. "It is modern, new, and technology-driven which is where the industry is heading."

With this forward-thinking franchise, Frank hopes to attract agents who are energetic and positive with an entrepreneurial spirit.



“I would love to help those agents grow, and eventually see them get their own broker’s license,” Frank said.

Much like Frank, NextHome Marketplace will be active in charitable giving around the community.

For the past five years, Frank has been a Rotarian with the Ocala Silver Springs Rotary Club. Among other worthy causes, the organization raises money for deserving high school seniors - giving five of them a \$1,000 scholarship every year. Frank is the chairman of the scholarship committee.

Frank has been married to his wife Sandy for more than 36 years and together they are the parents of two children and three grandchildren. Frank Green Jr. will be joining the franchise as one of its listing agents.

Please join us in congratulating Frank on the opening of NextHome Marketplace in Ocala, Florida!

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. Recently ranked as the No. 1 franchise in the country in owner satisfaction, the NextHome franchise has 485+ offices and 4,500+ members across 48 states. The company closes over 29,000 transactions annually worth over \$8.2B in volume.

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