



**Press Release**

**April 16th, 2021**

**NextHome launches Venice, Florida brokerage**

*Community-minded couple bring customer-first service to new venture*

**Pleasanton, CA — April 16, 2021** — NextHome is pleased to announce the newest addition to the franchise, **NextHome Suncoast**, based in Venice, Florida. The brokerage represents the 84th office location opened in Florida for the NextHome franchise and the 560th NextHome office opened nationally.

The brokerage aims to be an integral part of the Venice community as it serves clients across Sarasota, Manatee, and Charlotte counties including Venice, Nokomis, Osprey, Englewood, North Port, and the Wellen Park planned community.

NextHome Suncoast is owned by Nick and Beth Flerlage - a husband and wife team with a track record of small business excellence in the Venice area.

Nick and Beth have been small business owners in their hometown since 2002. They have owned several franchises, including convenience stores and two Florida UPS Stores.

For years, Nick had a huge interest in the real estate industry. So, when an offer came to sell his UPS stores, he took the leap.

Since obtaining his sales license in 2005, Nick has worked with nationally franchised brokerages in the Venice area.

“I fell in love with it,” Nick said of his first experiences in real estate. “I liked the fact that I would spend my days getting out, meeting people, and solving problems. Then, there was the data analysis part of it too, which I loved.”

Beth and Nick have always been a team, working together to build their small businesses. In 2008, Beth obtained her sales license and joined Nick at one of the largest real estate companies in Florida - RE/MAX Alliance Group. The duo has been selling together as a team ever since. Year after year, they maintained their status as top producers. Nick is a 12-year winner of the Five Star Professional Award and the Team has won numerous Best of Venice Awards.

Eventually, Nick and Beth began the search for a brokerage they could own that aligned with their personal philosophies.

“We had looked at every other franchise model,” Nick said. “Nothing was clicking, but when I found NextHome, there was just a connection. I am the type of person who is not easily persuaded, who looks everything over again and again. So that instant connection was odd for us. NextHome was saying stuff that was already in my head.”

Beth did her own due diligence and was quickly impressed.

“It was a good match, a great fit,” she said.

In addition to the company’s culture, Nick and Beth were impressed with NextHome’s streamlined tools and technology.



“I was really impressed with the ability to sign in with one single sign-on,” Nick said. “Plus, the back-end tools you have access to are phenomenal. Everyone who accesses NextHome’s technology finds themselves saying, ‘It’s almost too good to be true.’”

Today, Nick and Beth are making a name for NextHome Suncoast in the Venice community. With the franchise's industry-leading technology, tools, and culture, NextHome Suncoast can provide an exceptional experience.

“The NextHome Suncoast difference is that through a laser focus on the customer we will create a ‘wow’ experience for them,” Nick said. “So much so that these clients become brand ambassadors for us going forward.”

NextHome’s flagship concept of putting humans over houses really attracted the community-minded couple to the franchise.

“We are really involved in our community, and always have been,” Nick said. “That idea of being a service-minded business was really appealing to us.”

Nick served as the president of the Venice MainStreet Board in 2019.

“Our downtown district is thriving,” Nick said. “People come from all over to experience it and I am thrilled to be a part of that.”

In addition, Nick serves on the City of Venice Environmental Advisory Board and Code Enforcement Board.

Beth enjoys serving her community on the City of Venice Public Art Advisory Board.

Together, they are the parents of two grown children. Their oldest son, Zach, is the owner of Florida Bike and Beach - a rental company that provides accessories to tourists. Their daughter, Lexie, is a graduate of Florida State University with a degree in Real Estate. She has joined NextHome Suncoast as one of their service-minded associates.

Please join us in congratulating Nick, Beth, and Lexie on the opening of NextHome Suncoast in Venice, Florida!

***Interested in being a part of the NextHome Real Estate Franchise? Contact VP of Sales Charis Moreno at [Charis@NextHome.com](mailto: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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