



Press Release

April 23rd, 2021

NextHome announces new Salt Lake City brokerage

High performing real estate couple brings expertise to NextHome Navigator

Pleasanton, CA — April 23, 2021 — NextHome is pleased to announce the newest addition to the franchise, **NextHome Navigator**, based in Salt Lake City, Utah. The brokerage represents the third office location opened in Utah for the NextHome franchise and the 562nd NextHome office opened nationally.

NextHome Navigator will serve clients across the Wasatch Front, which stretches from Nephi in the south to Brigham City in the north, and across the Wellsville Mountains to Cache Valley, with about 80 percent of Utah's population living along the mountain ranges.

NextHome Navigator is owned by Rod and Melody Moser - a high-producing husband and wife team with more than 50 years of combined experience in the real estate industry.

Melody began selling real estate in 1993 in Cache Valley, Utah. Throughout the majority of her career, she has been a dedicated independent brokerage owner. Melody's strong work ethic and talent for coaching agents helped her build a phenomenal reputation in Cache Valley. In her first few years in the business, Melody was able to spend a high volume as well as attract substantial business from new developers.

As Melody's business continued to grow, Rod was making a name for himself in the Oklahoma real estate industry. He obtained his license in 1996, eventually transitioning into the mortgage business.

In 2008, Rod moved back to Cache Valley, Utah, which is where he grew up. In his first year, he closed 26 transactions and built a reputation for excellence. The next year, Rod's business increased to more than 50 annual transactions. Then, in 2009, he met Melody.

"We were competitors," Melody said. "My assistant asked me if I knew a guy named Rod, because he thought we would get along really well. At the same time, apparently Rod's broker said the same thing to Rod about me. So, I made an excuse to meet him."

Rod and Melody soon began selling together through Melody's independent brokerage, Powerhouse Real Estate Services. During their first year as a team, Rod and Melody closed more than 110 transactions making them the No. 1 agents in Cache Valley.

Eventually, Powerhouse evolved into Premier Real Estate and the duo moved to the Salt Lake area. In Salt Lake, Rod had the opportunity to be a team leader for a nationally franchised office. Then, he was recruited to manage the largest real estate office in the state - Century 21 Everest.

Rod and Melody were married in 2017, all the while continuing to work together.

Their professional journey evolved again in 2014 as they became Tom Ferry International, Real Estate Coaches. Throughout the next several years, Rod and Melody would use their extensive experience to guide hundreds of agents toward successful careers.



In 2020, the duo delved back into full-time real estate sales in the Wasatch Front. However, as business grew, they began to crave better integrated technology and tools.

“I was spending a lot of time in the back office, stuck trying to figure out the technology pieces and their integrations,” Melody said. “It’s really hard to do that all on your own. It’s just not cost effective, and I didn’t have time to be the tech guru for everyone in the office.”

However, as lifelong independent brokerage owners, Rod and Melody were not franchise people.

“Rod was especially hesitant,” Melody said.

“The reality was that we wanted all the tools,” Rod said. “So, the question became, do we spend all the time and money trying to recreate something that NextHome already had figured out?”

After speaking with NextHome’s VP of Sales, Charis Moreno, the answer became obvious.

“NextHome made great financial sense because of all the industry-leading tools that we have at our fingertips that, previously, we had spent hours and weeks trying to integrate,” Rod said. “We love the branding, the marketing, the people in the company. We did a deep dive into what NextHome was about and every time we discovered that it matched our values, the direction we want to go, and what we were looking for.”

Today, NextHome Navigator is offering clients across Northern Utah access to dedicated real estate professionals.

“Our agents have integrity, and they do business the right way,” Rod said. “When you combine the branding with the fun nature of our agents and their absolute class, we stand out just being who we are.”

When not at the office, Rod and Melody enjoy traveling and building relationships with their blended family. They are the proud parents of Khristina (26), Conner (23), Dillon (22), Brock (21), and twins Alex and Ben (15).

Please join us in congratulating Rod and Melody on the opening of NextHome Navigator in Salt Lake City, Utah!

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.

###

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.

The names of actual companies and products mentioned herein may be the trademarks of their respective owners. Each office is an independently owned and operated business.

For more information, press:

Imran Poladi
209.470.1493
imran@nexthome.com

For more information, sales:

Charis Moreno
925.271.9102
charis@nexthome.com

For additional announcements and press releases, please visit:
www.nexthome.com/trending