



**Press Release**

**May 6th, 2021**

**NextHome announces new Central Valley, CA brokerage**

*NextHome Central Valley brings innovation and fresh thinking to Stanislaus and Merced counties*

**Pleasanton, CA — May 6, 2021** — NextHome is pleased to announce the newest addition to the franchise, **NextHome Central Valley**, based in Turlock, California. The brokerage represents the 82nd office location opened in California for the NextHome franchise and the 565th NextHome office opened nationally.

NextHome Central Valley will serve clients across Stanislaus and Merced counties including the cities of Modesto, Merced, Los Banos, Atwater, and Stevinson.

Under the leadership of owners Frank Cuevas and Aidan Melo, NextHome Central Valley will offer industry-leading innovation to buyers and sellers. Frank will serve as NextHome Central Valley's Chief Executive Officer and Broker of Record. Aidan is the brokerage's Chief Financial Officer and Vice President, and will focus his time on accounting, marketing, and long-term strategy.

"We are excited to be able to combine our strengths and talents as we offer our clients and agents opportunities unique to the Central Valley," Frank said.

Frank brings expertise in commercial investment to the partnership. He began his career at Northgate Commercial in Stockton, working in leasing and investment sales. Although he was able to glean unparalleled knowledge from the area's highest producers, Frank eventually realized that his personality was better suited for the residential side of real estate.

"I enjoy building that personal connection with my clients," Frank said.

That's when he began talking with his friend, Aidan, about opening a brokerage.

Aidan obtained his real estate sales license in 2020 after realizing his talents in sales.

Prior to real estate, Aidan's passion for good health led him to a job managing the personal training department for a local gym and selling memberships. He quickly became the No. 1 salesperson in the region. However, COVID-19's impact on the personal fitness industry led Aidan toward residential real estate sales.

After discovering NextHome, Frank and Aidan knew that the franchise would offer something innovative to the Central Valley market.

"With this franchise's cutting-edge tools, technology, and marketing, we can really bring more of a modern real estate experience to our clients," Aidan said. "That's one reason I fell in love with NextHome in the first place - no one else will have the tools and technology that we can offer."

Aidan and Frank recognized that NextHome also knew how to effectively use technology to build strong relationships with clients, agents, and the community.



“It seems like every industry is moving into the tech space,” Aidan said. “However, NextHome recognizes that the client relationship is central, and the technology should exist to enhance that.”

As Aidan and Frank grow NextHome Central Valley, they also look forward to creating service opportunities in their communities. In the past, Frank has worked in environmental advocacy for asthmatics and Aidan has volunteered with The Boys and Girls Club.

In his spare time, Frank is an avid tennis player and enjoys puzzles.

Aidan is a devoted Sacramento Kings basketball fan who played the sport all his life. He is also passionate about his health and enjoys weightlifting and bodybuilding.

Please join us in congratulating Frank and Aidan on the opening of NextHome Central Valley in Turlock, California!

***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 495+ offices and 4,600+ members across 48 states. The company closes over 29,500 transactions annually worth over \$8.3B in volume.

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**For more information, press:**

Imran Poladi  
209.470.1493  
[imran@nexthome.com](mailto:imran@nexthome.com)

**For more information, sales:**

Charis Moreno  
925.271.9102

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charis@nexthome.com

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