



Press Release

May 18th, 2021

NextHome Element Realty announces luxury option for Malibu clients
People-first service combined with unparalleled luxury marketing are hallmarks of new venture

Pleasanton, CA — May 18, 2021 — NextHome is pleased to announce the newest addition to the franchise, **NextHome Element Realty**, based in Malibu, California. The brokerage is the 83rd office location opened in California for the NextHome franchise and the 571st NextHome office opened nationally.

NextHome Element Realty represents an expansion for Southern California broker/owner John Jackson, who since 2017 has cultivated NextHome offices in the Simi Valley to remarkable success.

NextHome Element Realty's Malibu office will focus on the unique needs of luxury clients by combining white-glove service, singular expertise, and the people-first philosophy that has come to define the NextHome brand.

Each NextHome Element Realty agent is credentialed through the exclusive Institute for Luxury Home Marketing. In addition, agents have access to a toolbox of unparalleled marketing options through NextHome's luxury line The Casan Collection.

"I am thrilled to be able to offer clients in the Malibu area a specialized brokerage that is tailored to their unique needs," John said.

The Casan Collection was specially designed to meet the standards of the top 10 percent of the market and sets a new benchmark in luxury real estate. Through this partnership, NextHome Element Realty will provide a global advertising package that is unmatched in the industry.

"NextHome Element Realty Malibu clients have at their fingertips the most dynamic visuals, picture carousels, animations, and more," John said. "It's an immersive experience that brings the story of the home to life, at a time when affluent buyers are looking for a compelling narrative."

John's own real estate story began after a remarkable career in aviation and law enforcement.

In the 1980s, prior to obtaining his sales license, John led his family's aviation service business. He earned numerous certifications in the aviation industry and piloted many trips across the globe.

John eventually transitioned to a more fulfilling career in law enforcement, where he could interact directly with the people he served.

For nearly a decade, John served as a Deputy Sheriff for the Los Angeles County Sheriff's Department.



Returning to school in 1992, John earned his bachelor’s degree in Management from Pepperdine University.

It was the combination of conflict resolution and experience from being a sheriff, mixed in with his studies he learned as a graduate of the Management program at Pepperdine, that led John to following his passion for real estate. He then joined a high-profile independent real estate brokerage in Los Angeles County. That experience taught him how much he valued a career where people came before profits.

“Agents there had a focus and hype on money earned rather than families helped,” recalls John. “I wanted to work at a company where helping people was more important than sales prices and awards.”

Knowing he intended to leave his brokerage, John originally wanted to be an independent broker and not be affiliated with any company or franchise. It was a Facebook post from a friend that caught his eye about NextHome.

“I saw a post from (NextHome’s Vice President of Sales) Charis Moreno about her company and the growth of their real estate franchise,” John said. “As I did research, I was drawn to the company’s support for its franchisees, technology, commitment to continual innovation that is all wrapped into an affordable model. It was a no-brainer for me to purchase into the franchise.”

NextHome Element Realty opened in the Simi Valley in 2017.

Today, NextHome Element focuses on a personal concierge-type service that isn’t often found in his real estate market.

“NextHome Element Realty will help clients buy or sell their home by providing expert guidance. Not only for the negotiation of the price and terms on the contract, but throughout the entire process so the client feels comfortable with their home buying or home selling experience,” John said.

“I want our company and our agents to be the standout examples of what a REALTOR® can be – not the mediocre agent,” he added. “I want to make a difference in how people see real estate agents and how we can make a positive difference in their lives.”

Please join us in congratulating John and the rest of his team on his office expansion in Malibu, California!

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 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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