



**Press Release**  
**May 20th, 2021**

**NextHome Altitude expands with second office in Santa Fe**

*Rob Barber brings client-centered service to growing market*

**Pleasanton, CA — May 20, 2021** — NextHome is pleased to announce the newest addition to the franchise, **NextHome Altitude** in Santa Fe, New Mexico. The brokerage expands on the success of NextHome Altitude's first office in Denver, Colorado. The Santa Fe expansion represents the second office location opened in New Mexico for the NextHome franchise and the 573rd NextHome office opened nationally.

Under the leadership of broker/owner Rob Barber, NextHome Altitude (Santa Fe) will serve clients across Santa Fe County in addition to the cities of Española and Abiquíú.

NextHome Altitude will provide sales services for residential, luxury properties, investment properties, first-time home buyers, and second & vacation homes.

"We are looking forward to offering our Santa Fe clients a new level of service that is all about their needs," Rob said.

Licensed since 2015, Rob started his real estate career after nearly 15 years in the field of Sports and Clinical Massage Therapy. Although he enjoyed his career as a therapist, the physical toll of the job meant it was time for a change.

"I wanted to start a career where I could continue to be in a relationship-based business, yet still have the independence to be my own boss," Rob recalled. "Real estate was the perfect fit for me."

Rob began selling real estate under a local independent broker, while finishing out his obligations in massage therapy. Even though he was only selling part time, his extraordinary 2015 sales numbers helped him feel confident enough to make the jump into full-time real estate.

In 2016, he doubled his sales volume. Then, in 2017, Rob's volume exceeded \$6 million.

As his business continued to grow, Rob's view of the industry was very different than what he thought it should be.

"I kept seeing people focused on personal branding rather than promoting the home they were hired to list and sell," Rob said. "It was the catalyst for me to start my own brokerage. I wanted to create an experience for buyers and sellers which had them as the focus, rather than the agent."

"I knew that a franchise model would allow me to start my brokerage and not have to reinvent the wheel," Rob added. "NextHome provided the opportunity for me to run my brokerage focused on world-class service, rather than trying to find technology and tools that work for my clients. NextHome has done that for me."

With this Santa Fe expansion, Rob is excited to operate a brokerage from a city where he lived for some time and where he has good friends.



Please join us in congratulating Rob and the rest of his team at NextHome Altitude on the opening of their new NextHome office in Santa Fe, New Mexico!

***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.

###

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.

*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](mailto:imran@nexthome.com)

**For more information, sales:**

Charis Moreno  
925.271.9102  
[charis@nexthome.com](mailto:charis@nexthome.com)

**For additional announcements and press releases, please visit:**  
[www.nexthome.com/trending](http://www.nexthome.com/trending)