



Press Release
June 17th, 2021

NextHome Luxury Realty opens in Lexington, Massachusetts
Newest brokerage offers service steeped in hospitality

Pleasanton, CA — June 17, 2021 — NextHome is pleased to announce the newest addition to the franchise, **NextHome Luxury Realty**, based in Lexington, Massachusetts. The brokerage represents the 12th office location opened in Massachusetts for the NextHome franchise and the 584th NextHome office opened nationally.

Centrally located just eight miles outside of Cambridge and 30 minutes northwest of Boston, NextHome Luxury Realty will serve clients across the eastern Massachusetts region. Areas of service include Winchester, Waltham, Woburn, Lincoln, Concord, Bedford, Medford, Malden, and Burlington.

NextHome Luxury Realty is owned by Sandeep Arora, a real estate professional with a long history of excellence in customer service.

Prior to real estate sales, Sandeep spent many years in the hospitality industry. He holds a master's degree in hotel and restaurant management, from Ecole hôtelière de Lausanne, Switzerland which he used to develop a new standard of excellence as both a business owner and franchise trainer.

Sandeep has a deep understanding of franchising. He has been a national trainer for a coffee company franchise as well as the owner of numerous Quiznos Sandwich franchises.

However, Sandeep soon found that running many businesses all at once left him little time for family. In 2017, it was the right time for a career change.

“Real estate has always excited me,” Sandeep said. “In addition to loving new construction and architecture, my skills perfectly fit in a career that thrived on providing hospitality and people-first service. The way we help clients requires a hospitality mindset, and because of those skills, I knew that I could be successful in real estate.”

Sandeep has been successful in real estate from the beginning. In his first year as an agent, he closed 13 transactions and did more than \$8 million in sales.

“It was my true care for my clients that helped build that level of business,” Sandeep said. “I really cared about making sure I was well-versed as an agent so that I could give the buyer and seller the best information. I came into each transaction fully prepared and that differentiated me from some of my competitors who didn't take it as seriously.”

Since obtaining his license in 2014, Sandeep has worked with both large national franchised brands and local independent brokerages. However, Sandeep knew that he could be successful on his own, and in 2021, circumstances aligned to make it the right time to open his own franchised brokerage. As Sandeep searched for the right franchise fit, NextHome stood out.

“What stood out to me was the whole system and how much it offered,” Sandeep said. “What NextHome offers to brokers is unparalleled, the platform, training, and support. In addition to



all that, I found the company leaders to be very nice and supportive. This is what you are looking for when you are starting a new venture.”

Today, Sandeep is building a brokerage of quality, committed agents who know that humans come before houses.

“Our focus is the client, not the commission,” Sandeep said. “If you keep your attention focused on serving people the best you can, the financial success will take care of itself.”

As NextHome Luxury Realty continues to grow, Sandeep is committed to breaking outside the industry mold.

“NextHome Luxury Realty will grow with a small group of quality agents who are committed to their clients and offer excellent qualifications,” Sandeep said. “We emphasize quality service over the quantity of agents.”

When he isn’t building his brokerage or helping his clients, Sandeep enjoys exploring the outdoors by hiking, biking, traveling, and playing tennis with his family. He has been married to his wife Shilpi for 19 years and they are the parents of Arnav (15) and Virraj (8).

Please join us in congratulating Sandeep on the opening of NextHome Luxury Realty in Lexington, Massachusetts!

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 500+ offices and 4,700+ members across 48 states. The company closes over 29,500 transactions annually worth over \$8.3B in volume.

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