



Press Release

August 27th, 2021

NextHome Announces New Southern Miami-Area Brokerage

NextHome Merrick Realty Group offers exceptional expertise, professionalism, and attention to detail

Pleasanton, CA — August 27, 2021 — NextHome is pleased to announce the newest addition to the franchise, **NextHome Merrick Realty Group**, based in Coral Gables, Florida. The brokerage represents the 506th office to join the NextHome franchise out of 530 active office locations across the country.

Located in a dynamic southern part of Miami-Dade County, NextHome Merrick Realty Group will serve all types of residential clients across Coral Gables, Aventura, Pinecrest, Kendall, and Coconut Grove.

NextHome Merrick Realty Group is owned by Carlos Plana and Robert N. Pelier - two experienced entrepreneurs with a passion for professionalism. Principal broker Monica Luzarraga rounds out the leadership team with more than 20 years of experience in the role.

“We know the power of word of mouth and relationship building,” Carlos said. “You tend to see varying levels of professionalism in this industry, and at NextHome Merrick Realty Group we pride ourselves on maintaining the highest standards of customer service, attention to detail, and trust.”

Carlos has watched Miami-Dade County evolve since his early childhood there. His parents moved to the United State from Cuba in 1959, and his father became a local real estate broker. Throughout his own professional life, Carlos has maintained strong professional relationships with people and businesses from South America, helping him understand the intricacies of international relocations. Although he grew up immersed in the real estate industry, Carlos forged his own professional path in the insurance industry, becoming a licensed public adjuster. Over more than two decades, Carlos became an expert in many types of insurance including homeowner and commercial claims.

Robert’s experience with real estate comes from more than 27 years as a practicing attorney in New York and Florida. Throughout almost three decades as an attorney, real estate has been a substantial part of his career through acquisitions, contracts, litigation or other aspects of the industry that require legal consultation.

Robert and Carlos met more than 20 years ago when their professions crossed paths. Robert then met, and married, Carlo’s cousin.

The pair soon started several businesses together including Gables Insurance Recovery, Gables Medical Billing, and Gables Title Group.

Real estate franchising remained on their radar. Then, as Monica joined their team and they discovered the NextHome difference, Carlos and Robert knew they had a winning strategy.

“I’ve known Monica for a great number of years as someone who I can trust,” Carlos said. “She grew up in the area and is a second-generation REALTOR®. Her husband also works in the



construction industry, giving her unique insight into new construction, flips, and market trends.”

When Carlos discovered NextHome, he was impressed by the franchise's transparency and streamlined services.

“It was refreshing to see a system where I only needed to enter information once, then you have access to all the designs and brochures. The marketing, the creative databases and the way everything was streamlined was very appealing.”

Robert added that NextHome exemplifies attention to detail - something he feels strongly about providing his clients.

“NextHome’s approach to the basics of good business is impressive,” Robert said. “This company is thoughtful, impactful, and something you seldom see these days. Through NextHome, we can offer clients the thoughtful experience they are looking for. NextHome Merrick Realty Group can provide a well-rounded service level and responsiveness that will make an impact in our area. A NextHome Merrick Realty Group client can expect expertise not only in the search for their ideal property, but also expertise in the intangibles such as trust and professionalism.”

Please join us in congratulating Carlos, Robert, and Monica on the opening of NextHome Merrick Realty Group in Coral Gables, Florida!

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 520+ offices and 4,900+ members across 48 states. The company closes over 29,500 transactions annually worth over \$8.3B in volume.

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