



Press Release

September 1st, 2021

NextHome Solutions opens in Laguna Beach

New brokerage aims to provide solutions tailor-made to clients' needs

Pleasanton, CA — September 1, 2021 — NextHome is pleased to announce the newest addition to the franchise, **NextHome Solutions**, based in Laguna Beach, California. The brokerage represents the 503rd office to join the NextHome franchise out of 530 active office locations across the country.

Located just 20 minutes south of Anaheim, NextHome Solutions will serve clients in Yorba Linda, Tustin, Laguna Beach, Aliso Viejo, Anaheim Hills, Anaheim, and the remainder of Orange County.

The brokerage is owned by Jeff Petsche, who brings 18 years of broad real estate experience across management, sales, training, and leadership to his new venture.

Jeff is a native of Southern California and began his real estate career after serving four years in the U.S. Air Force and 13 years with the Newport Beach Police Department. Jeff holds a Bachelor of Arts degree from Chapman University.

Since obtaining his real estate sales license in 2003, Jeff has achieved phenomenal success in Southern California real estate through his hard work and concierge type level of service. During his rookie year with Keller Williams Realty in Corona, Jeff sold 22 homes and \$10 million in volume, earning him Rookie of the Year honors. Jeff quickly became a Market Center trainer, mentor and was also the brokerage's top individual listing and sales agent in 2004/2005.

"I have always valued mentorship and learning. In those early years I worked hard to thoroughly understand the industry and become the best REALTOR® and leader possible," Jeff said.

In 2006, Jeff was recruited as a Team Leader for an office of 131 agents in Riverside. While in this leadership role, Jeff helped the team ascend from the bottom quartile in their growth phase, to one of the top offices in the country for growth. In 2008, Jeff obtained his broker's license and began selling independently through his own brokerage – All-In-Realty.

In the years that followed, Jeff returned to leadership roles with three national franchised brands and found success in leadership, management, and training roles.

Throughout an 18-year career, Jeff has propelled himself to excellence in roles as Regional Manager, Productivity Coach, Regional Trainer, Office Manager, and Broker Associate for several nationally franchised brands.

By 2020, Jeff had reached the pinnacle of his career and had settled into a comfortable business working with past, repeat and referral only clients.

However, a conversation with his partner, Amy, prompted Jeff to rethink his legacy and professional aspirations.

"We were looking back over my real estate career, reminiscing, and the question came up, 'If there is one thing you haven't been able to do, what is it?'" Jeff recalled. "If there's one thing I



could do over, it would be to own my own office. I have done a lot, but I have never been in a position to build my own culture, and build something where I could align myself with good agents and good partners.”

As those thoughts percolated in his mind, an unintentional internet search brought up NextHome’s webpage.

“I wasn’t looking for a franchise,” Jeff recalled. “But I absolutely fell in love with the NextHome culture, just on paper. Once I started looking deeper into NextHome, and having conversations with leadership, I was impressed. I’ve worked with four other national brokerages in my 18 years, and I don’t feel like there is anything remotely close in the industry to what NextHome offers in regards to technology, back office, support and branding guidelines. I’ve developed amazing respect for people who partner with NextHome - from Facebook groups to leadership, everyone is awesome across the board.”

Today, NextHome Solutions is offering clients real estate solutions tailored to their specific needs.

“Every client has a different story, a different set of life events, and a different set of circumstances,” Jeff said. “NextHome Solutions is not a one-size-fits-all brokerage. We really do listen and the solutions we provide for you might be totally different from the solutions we provide another client. A NextHome Solutions client is going to get professional customer care tailor made for them.”

NextHome Solutions’ founding philosophy: *“To offer the client the best possible service, solutions and care, while always doing the right thing.”*

Jeff is also the founder of a rebate incentive program called, Giving Back 2 Heroes. Jeff’s program helps veterans, first responders, frontline medical workers and teachers. with real estate costs during a transaction. Jeff gives back up to 25% of his gross earned commission to his HERO CLIENTS, which helps with closing costs, inspection fees or reduced listing costs. Since the inception of this program in 2012, Jeff has given back almost \$100,000 of his earned commission to his HERO CLIENTS.

Outside the office, Jeff is a father and family man first. Jeff has two grown daughters, Courtney and Nicole and is in long-term committed relationship with his partner, Amy. Amy also has two children, Thomas and Julia. Jeff enjoys all types of travel, scuba diving, hiking, camping, 5K/10K runs, and his most recent fitness obsession, Peloton bike workouts.

When available, Jeff is a volunteer for Team Rubicon. The international non-government organization is a disaster response organization that leverages the unique skills of veterans to clean up and aid those who are impacted by major disasters. Jeff served two tours in Florida back in 2018 and helped with clean-up and operations after hurricane Michael hit Mexico Beach.

Please join us in congratulating Jeff on the opening of NextHome Solutions in Laguna Beach, 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.

###

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 530+ offices and 5,000+ 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

For more information, sales:

Charis Moreno
925.271.9102
charis@nexthome.com

For additional announcements and press releases, please visit:
www.nexthome.com/trending