



**Press Release**

**November 12th, 2021**

**NextHome Luxe Realty opens in New Orleans**

*New brokerage offers unparalleled fiduciary service*

**Pleasanton, CA — November 12, 2021** — NextHome is pleased to announce the newest addition to the franchise, **NextHome Luxe Realty**, based in New Orleans, Louisiana. The brokerage represents the 501st office to join the NextHome franchise out of 548th active office locations across the country.

NextHome Luxe Realty will serve clients across Jefferson, Metairie, Kenner, Harvey, Gretna, Marrero and the remainder of the Greater New Orleans area.

The new brokerage is owned by local entrepreneur, Jimha Abdelkader. In addition to NextHome Luxe Realty, he also owns several businesses along Canal Street alongside his brothers.

Real estate was always an interest since Jimha was a small child. He obtained his real estate license almost five years ago and immediately began finding sales success. Jimha worked with independents, specifically regional brokerages, where he immediately began earning awards and recognitions. During Jimha's rookie year in real estate, he closed more than one million in sales. In 2019, just three years later, his sales volume rose to four million annually.

However, Jimha always knew that he wanted to own his own brokerage. So he set about trying to find the right franchise fit.

"With a franchise, I knew I would have the support and infrastructure to attract quality talent and help our agents succeed," Jimha said. "I was looking to buy into a name and marketing recognition."

Jimha also wanted to partner with a franchise that reflected his customer service values.

Although he reached out to other franchises, NextHome was strikingly responsive.

"I was not expecting a call back so soon, but I received a call with a California area code soon after I inquired," Jimha recalled. "It was Charis (Moreno, NextHome's Vice President of Sales). We talked details and I knew NextHome was a good fit. The response from leadership was amazing."

Today, Jimha is offering New Orleans-area clients exceptional service backed by the NextHome suite of branding and tools. More than that, NextHome Luxe Realty agents are joining a culture of excellence where humans and their needs come before simply selling houses.

"The number one thing that caught my eye about NextHome was the culture," Jimha said. "I believe that if you take care of people first, the sale will happen. There's a level of ethical value that is important to me, and NextHome had that. Relationship-building is what will make a business a success. A NextHome Luxe Realty client knows that we look out for their needs first in an exceptionally fiduciary way."

Please join us in congratulating Jimha on the opening of NextHome Luxe Realty in New Orleans, Louisiana!



***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.

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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 540+ 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.*

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