



**Press Release**

**December 15th, 2021**

**NextHome Announces New Auburn, California Brokerage**

*NextHome Apex Realty offers exceptional client experiences in the Gateway to the Sierras*

**Pleasanton, CA — December 15, 2021** — NextHome is pleased to announce the newest addition to the franchise, **NextHome Apex Realty**, based in Auburn, California. The brokerage represents the 527th office to join the NextHome franchise out of 554 active office locations across the country.

Located in the Sierra foothills, NextHome Apex Realty will serve clients across Auburn, Meadow Vista, Colfax, Applegate, Newcastle, Penryn, Loomis, Rocklin, Roseville, Grass Valley, Nevada City, and the remainder of the greater Placer and Nevada County areas.

NextHome Apex Realty is owned by Damian Bautista, an Auburn local with 21 years of experience in homebuilding and real estate sales.

Damian launched Priority Builders Incorporated in 2000, building custom homes in Nevada, City, Grass Valley, and Auburn. The company also handled its own sales transactions through Damian's business partner, who was a licensed real estate agent.

In 2008, as the Great Recession devastated the homebuilding market, Damian closed his business and transitioned into brokerage office management then full-time real estate sales.

Over the next decade, Damian discovered creative ways to keep his business thriving - even in a housing market that was struggling.

"Despite headwinds, we were out there getting it done and finding a way to take care of people," Damian said. "I was proud that we made it successfully through the Great Recession - we were resourceful and found a way to not just survive but be successful."

In 2011, he opened a satellite office for a small independent brokerage and focused on REO properties.

"As the market improved and I got to transition more business away from REO, I realized that I truly loved what I did," Damian said.

Damian found particular professional satisfaction in coaching and mentoring new agents.

"That got me thinking about my career's next evolution,"

Damian began looking into franchises and a quick internet search led him to NextHome.

"I started watching YouTube videos and thought this was exactly what I've been looking for," Damian said. "NextHome is modern and fresh and there are great standards of professionalism. This company cares about how everything looks and feels. I never thought I'd be able to find a franchise that made sense through and through, and NextHome did."

Today, NextHome Apex Realty is differentiating itself in the Auburn market through unique marketing, and exceptional client experiences.



“I am thrilled to be able to provide area clients an experience that is consistent, professional, and that leaves an impression,” Damian said. “It is great to hear clients say, *‘Wow, that was really different and not what I was expecting.’*”

As NextHome Apex Realty grows, Damian is looking to partner with agents who are experienced, professional, and have a good reputation with clients and peers. The right fit at NextHome Apex Realty will be known in the industry and someone that other agents like to do business with.

“This is a brokerage that is truly different,” Damian said. “Our approach puts humans and their process over sales quotas. It’s a place where people who work together get along and work as a team. NextHome Apex Realty is where agents can have a successful career, live a life of service, and give back to the community.”

Around the Auburn community, Damian has a history of coaching high-level youth sports, preparing athletes for college scholarships or Olympic competitions.

“I was passionate about that for a long time because of my daughter,” Damian said. He retired from coaching when his daughter left for college.

Damian is the proud father of Rylee (20) who is now a student at Sac State.

In his spare time, Damian enjoys hiking, riding, and skiing around the Sierras with his partner Jessica and taking in his area’s natural beauty.

Please join us in congratulating Damian on the opening of NextHome Apex Realty in Auburn, California!

***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.

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