



Press Release

April 14th, 2022

NextHome Announces New Orange County Brokerage

NextHome Lincoln Way offers clients and agents exceptional customer service through both mortgage lending and real estate sales

Pleasanton, CA — April 14, 2022 — NextHome is pleased to announce the newest addition to the franchise, **NextHome Lincoln Way**, based in Garden Grove, California. The brokerage represents the 529th office to join the NextHome franchise out of 576 active office locations across the country.

Located just south of Anaheim, NextHome Lincoln Way will serve clients throughout Garden Grove, Stanton, Westminster, Fullerton, La Palma, and Anaheim.

The brokerage is owned by John Nielsen and Richard C. Seong. John will assume day-to-day operational control of the business.

John has been a mortgage professional for more than 27 years and, alongside Richard, holds a minority ownership stake in Pacific Bay Lending Group. John's vast perspective on Southern California real estate includes both the lending industry and real estate sales spheres. In 1990, he owned a nationally franchised brokerage, which he held for four years before transitioning back into full-time mortgage lending and entrepreneurship.

With his broad understanding of the industry and the area, John knew that now was a great time to open a real estate franchise. John also understood the unique value he could provide to both agents and clients as the owner of a mortgage lending company and a real estate brokerage.

"There are many agents in our area who are dual DRE (Department of Real Estate) and MLO (Mortgage Lending Officer) licensed," John explained. "We see a lot of area talent that wants to provide clients with exceptional service throughout every step of the process - from great customer sales service to satisfying escrow timelines."

John carefully watched market conditions and researched office options for several years before deciding that 2021 was the right time to launch, and NextHome was the right franchise to partner with.

"After all our analysis, NextHome was the best fit for what we wanted to do," John said. "I loved NextHome's great support system, but more than that, NextHome understands the future of real estate. There is a lot of opportunity to expand using the NextHome brand. I feel like there is a lot of potential here and we are getting in on the ground floor."

NextHome Lincoln Way has already attracted about 20 professional agents who are poised to serve clients through NextHome's signature "Humans Over Houses" way of doing business.

"Exceptional customer service is our number one goal," John said. "Throughout the coming months, we hope to build our brand based on our unparalleled customer service level."

John's existing mortgage lending business boasts a 4.5-star Google Reviews rating and an A+ rating with the Better Business Bureau.



“We have a great reputation and hope to expand that into residential real estate sales through NextHome Lincoln Way,” John said.

Please join us in congratulating John and Richard on the opening of NextHome Lincoln Way in Garden Grove, 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.

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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 570+ offices and 5,200+ members across 48 states. The company closes over 36,000 transactions annually worth over \$11.8B in volume.

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For more information, press:

Imran Poladi
209.470.1493
imran@nexthome.com

For more information, sales:

Charis Moreno
925.271.9102
charis@nexthome.com

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