



Press Release

May 6th, 2022

NextHome First Coast Expands in Florida

Alfred and Stephanie Sanalila's people-first service will now serve the Jacksonville metro area

Pleasanton, CA — May 6, 2022 — NextHome is pleased to announce the expansion of **NextHome First Coast** in Jacksonville, Florida. This newest brokerage builds on the success of NextHome First Coast's flagship office in Saint Augustine, which opened in the spring of 2020.

The new brokerage represents the 557th office to join the NextHome franchise out of 579 active office locations across the country.

NextHome First Coast is owned by Alfred and Stephanie Sanalila, a husband and wife team who offer a deep understanding of Jacksonville-area real estate. Through this new venture, the couple aims to provide exceptional, responsive service to residential clients throughout the Jacksonville metro area.

NextHome First Coast's new Jacksonville office will serve clients across Jacksonville, the beaches, Orange Park, Mandarin, and the remainder of Florida's First Coast area.

According to tradition, the First Coast is the first area of Florida to be colonized by Europeans. Today, people flock to Duval, Baker, Clay, Nassau, and St. Johns counties for their superior school systems and stunning coastlines. Stephanie and her team at NextHome First Coast will primarily serve the area's booming residential market.

Stephanie's career prior to real estate reflects her appreciation for good education. Stephanie holds a master's degree in business and spent about 10 years working in educational publishing. She also spent several years teaching university marketing courses.

In 2002, real estate became a family affair after Alfred entered the industry.

Alfred has been a licensed broker for almost 20 years and, together, the couple spent many years providing their clients with unique market insights and perspective.

The Sanalilas always knew they wanted to own their own business. So when Alfred stumbled across the NextHome brand in 2019, both Stephanie and Alfred knew they had found the right opportunity.

"We started seeing how smart the all-around NextHome concept was, and how brilliant the marketing was," Stephanie said. "With my marketing background, that really was a high point for me."

Alfred liked how NextHome was unlike any other national franchise he had seen.

"As I dug deeper into NextHome it really seemed like a fresh approach to real estate," Alfred said. "It fills a need in our area."

The Sanalilas opened NextHome First Coast in March 2020. Through a team of talented agents, the brokerage continues to set itself apart through its personalized approach to real estate.



“The majority of my customers think that they are my only customer,” Stephanie said with a smile. “I love helping clients, and also our agents, feel that way.”

Stephanie is also a talented educator who, as a NextHome certified trainer, offers agents the opportunity to earn National Association of REALTORS® designations.

“Stephanie brings knowledge to the table,” Alfred said. “Her clients depend on her to know the process, know negotiation, know everything from contract offer to closing. They lean on her to be that skilled professional, and she delivers. Her ability to share information in an easy, casual, and approachable way definitely comes out.”

When she isn’t helping clients and agents, Stephanie is passionate about serving the special needs community. This passion began with her late brother Steve and her service honors his memory. Stephanie is Founder and President of Strong Like Steve Foundation, Inc, a 501(c)(3) with the mission to advocate, educate and provide community awareness and outreach for adults with intellectual and developmental differences and their caregivers.

Together, Stephanie and Alfred have three children: Lily (15), Luke (13) and Leo (7). When they have the chance, the family loves to travel.

Please join us in congratulating Stephanie and Alfred on the opening of their second NextHome First Coast location in Jacksonville, Florida!

Interested in being a part of the NextHome Real Estate Franchise? Contact VP of Sales Charis Moreno at Charis@NextHome.com.

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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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