



Press Release

May 26th, 2022

NextHome Experts Opens in Cleveland, Ohio
New brokerage offers vast expertise from seasoned professionals

Pleasanton, CA — May 26, 2022 — NextHome is pleased to announce the opening of **NextHome Experts** in Lakewood, Ohio. The brokerage represents the 570th office to join the NextHome franchise out of 584 active office locations across the country.

The brokerage will serve clients throughout the Cleveland suburbs, from Avon in the west to Pepper Pike and south to Medina. NextHome Experts provides an Experienced and Knowledgeable service for first-time homebuyers, investors, commercial clients and all other types of residential real estate.

The brokerage is owned by 35 year Real Estate industry veteran Tony Apotsos. Tony obtained his real estate license in 1985 and went full-time in 1987 after leaving a career in engineering.

“I told myself I would give it a year to see if Real Estate really was the next career for me,” Tony recalled. “Thirty-Five years later, here we are. It didn’t take me long to realize I had a passion for real estate. Clients enjoyed the analytics I provided as a former engineer and soon I developed a following! I was amazed at the rewarding aspect of this industry.”

Tony obtained his broker’s license three years later in 1990 and in the same year, became a partner in a very reputable boutique brokerage in Cleveland. He holds several specialty designations through the National Association of REALTORS® including First Time Buyer Specialist, Investment Property Specialist, 1031 Like-Kind Exchange Specialist, and Certified Residential Specialist (CRS). Tony is most proud of his CRS designation and its network; as it means that Tony is in the top four percent among his peers nationwide.

“Throughout the years, I have earned some serious experience with thousands of buyers and sellers,” Tony said. “I have helped these people realize the opportunity of homeownership, its security, its tax benefits, rental income, profit and the security of building equity.”

Tony has also developed exceptional skills in Real Estate investment, helping clients build wealth through savvy property buying.

“Throughout the years, I have assisted many by networking with other contractors to help improve and enhance the homes and investment properties purchased by my customers,” Tony said.

As Tony’s career, and the industry, evolved, he began to think more about improving the depth of his real estate practice and found himself looking into reputable franchises. While looking at investment properties out of state, a former colleague discovered a NextHome brokerage. “We were seriously impressed by what NextHome had to offer and the success and depth of service they provided their Buyers, Sellers, and Investors.”



“I like that with NextHome, they have the structure, technology, marketing network and company culture to be big or as small as you want,” Tony said. “NextHome’s franchise model is scalable, meaning I can be a focused boutique office or grow to many agents at our New Location at 15000 Madison Ave. in Lakewood; conveniently located across from Malley’s Candies! Being in the business for 35+years, I wish I had built a company this way from the beginning. Bottom line is that NextHome has all of the above and the benefits of a national network, allowing us to serve our clients better and help attract and retain agents.”

Today, NextHome Experts combines Tony’s vast expertise with NextHome’s suite of industry-leading marketing, technology, and tools.

“Real estate is a people business, no matter how you slice it,” Tony said. “We want to strive for a family-like brokerage where our agents can continue to focus and care about their buyers, sellers, renters and investors and fully utilize all the NextHome tools at their fingertips to help better accomplish a client’s unique goals.”

Outside of the office, Tony enjoys volunteering with the youth in his church and managing his investment properties. Tony and his wife Kathryn have been married for 28 years and enjoy traveling and spending time with Friends and Family, like their most recent trip to Machu Picchu and the Galapagos Islands!

Please join us in congratulating Tony on the opening of NextHome Experts in Lakewood, Ohio!

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 580+ offices and 5,300+ members across 48 states. The company closes over 36,000 transactions annually worth over \$11.8B in volume.

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