



**Press Release**

**May 27th, 2022**

**NextHome Brixwood Announces Second New York Office**  
*The brokerage expands to serve the desirable Western Finger Lakes area*

**Pleasanton, CA — May 27, 2022** — NextHome is pleased to announce the expansion of **NextHome Brixwood** in Geneseo, New York. The Geneseo office expands on the success of NextHome Brixwood’s flagship location in Batavia, New York just half an hour away. The new brokerage offers exceptional client experiences for residential buyers and sellers throughout the Western Finger Lakes area of New York. Through this expansion, NextHome Brixwood will also offer expertise in luxury homes in the Southern Rochester area.

The brokerage represents the 518th office to join the NextHome franchise out of 584 active office locations across the country.

NextHome Brixwood (Geneseo) is owned by Jason Beck, James Rutowski, Brian Heywood and Rachel Heywood. Jason is NextHome Brixwood’s broker in charge.

“We are thrilled to be expanding with NextHome and we look forward to continued growth through ethical and quality customer service,” Jason said.

Jason began his career in 2011 in commercial real estate. Prior to 2011, Jason was a third-generation business owner in the dairy farm equipment industry. After successfully selling that business, Jason launched Rocket Commercial Real Estate. For the next three years, his company specialized in commercial transactions before expanding into residential and property management.

In 2013, he became a broker and founded Brixwood LLC. Although he initially intended to keep that brokerage small, Jason’s client-centered philosophy attracted several agents and more business. As his business grew, Jason’s available time for the truly important things shrank.

“I felt like I was missing out on a lot of opportunities because I was running around doing all the business tasks primarily by myself,” Jason explained. “It was time to take my business up a notch. I knew that I needed to align myself with better technology, better back-end support, and a bigger presence nationally. That’s why I decided to connect with NextHome.”

Jason opened NextHome Brixwood in Batavia in the summer of 2021. In a short time, he grew the office to 14 agents who offer exceptional client-centric service. In the future, Jason plans additional expansion in the Buffalo area.

“A NextHome Brixwood agent takes their time with clients and is dedicated to building long-term relationships with the people they help,” Jason said. “It is the long game that is important to us here.”

Today, Jason continues to attract superb agent talent to NextHome Brixwood through NextHome’s “Humans Over Houses” approach to real estate.



“NextHome is new in our market and continues to attract a lot of attention,” Jason said. “The franchise offers great technology and marketing, but more than that, it’s about centering support around real humans – the agents and clients.”

When he isn’t in the office, Jason loves to spend time with his family. He has been married to his wife, Susan, for more than 20 years and they are the parents of three kids, Justice, Owen, and Gavin.

Please join us in congratulating Jason on the newest NextHome Brixwood office in Geneseo, New York!

***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 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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