



Press Release

June 1st, 2022

NextHome Treasure Coast Expands in Fort Pierce

Newest office addition builds on the success of a high-performing team of real estate professionals

Pleasanton, CA — June 1, 2022 — NextHome is pleased to announce the expansion of **NextHome Treasure Coast** in Fort Pierce, Florida. The new Fort Pierce office expands on the success of NextHome Treasure Coast’s flagship location in Stuart, Florida located 30 miles to the south. The brokerage represents the 571st office to join the NextHome franchise out of 584 active office locations across the country.

NextHome Treasure Coast (Fort Pierce) is poised to provide exceptional client service throughout Fort Pierce, Port St. Lucie, and the remainder of St. Lucie County. NextHome Treasure Coast provides unparalleled service for residential buyers, condo purchases, and those seeking the perfect vacation home. The team also has unique expertise in beachfront, multi-family, luxury, and farmland properties.

NextHome Treasure Coast offers buyers and sellers access to a remarkable team of professional, high-achieving real estate agents, led by brokerage owners Cristi Hernandez and Karen Luther. Cristi will continue as NextHome Treasure Coast’s broker of record. Karen will handle administrative operations.

“Fort Pierce continues to experience remarkable growth and revitalization,” Cristi said. “This area-wide evolution created the perfect time and location for office expansion. We are looking forward to the opportunity to serve clients in the growing Treasure Coast region.”

Cristi began her real estate career in 2002 with a nationally franchised brokerage in Lake Worth, Florida – an eclectic coastal community in Palm Beach County. After one year there, she transitioned to Illustrated Properties, one of the largest independents in the state. Within her first three years, Cristi’s hard work propelled her to the top 10 percent of agents in a brokerage of more than 650. In 2013, Cristi began working with a Stuart-based Keller Williams office where she became a team leader. Her hard work helped the brokerage grow from a \$167 Million company to a \$450 million company.

“We grew to a 250-agent office with an average 1,500 plus closed units per year,” Cristi said.

The fact that the entire market area had about 850 agents total makes Cristi’s accomplishments even more remarkable.

Meanwhile, as Cristi was building her real estate career, Karen was climbing the corporate ladder as a Business Director.

Karen began her career as a legal secretary with Greenberg Traurig – one of the top 10 largest law firms in the nation. In 2000, she became a Business Director for two of the firm’s many offices, a position she held until leaving in 2014.

At that point, Karen discovered a love for real estate and began working as an Assistant Marketing Center Administrator at the same Keller Williams office as Cristi. Karen used her



years of business expertise and incredible work ethic to handle the office’s on-boarding and retention.

Knowing they worked well together, Karen and Cristi decided to partner in opening their own NextHome franchise. In late 2019, they launched NextHome Treasure Coast.

Over the next three years, the brokerage experienced remarkable success and attracted top-tier regional talent.

“We do bring a very unique value to this market,” Karen said. “We offer a tremendous amount of agent support, and we are very hands on. At NextHome Treasure Coast, we offer the personal touch.”

“I love the fact that NextHome gives us the ability to be choosy about who we hire in an effort to put quality ahead of quantity,” Cristi added. “In addition, we love the tools we can offer to clients and agents, and everyone is attracted to NextHome’s supportive, people-first culture.”

A NextHome Treasure Coast agent is one who will always answer the phone and who will give top-notch service.

“We have created an office where our agents give responsive, quality service,” Cristi said. “They know your name, they know your unique needs, and they will be committed to quality, attentive service for the entire transaction.”

Please join us in congratulating Karen and Cristi on the opening of their newest NextHome Treasure Coast office in Fort Pierce, Florida!

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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