



Press Release
June 9th, 2022

NextHome Merrick Realty Group Announces New Orlando Office

The team of experienced professionals is ready to serve the growing Avalon Park community

Pleasanton, CA — June 9, 2022 — NextHome is pleased to announce the opening of **NextHome Merrick Realty Group** in Orlando, Florida. This new office expands on the success of NextHome Merrick Realty Group’s first Miami-based location, which opened one year ago. Based in the Avalon Park community, the brokerage represents the 547th office to join the NextHome franchise out of 585 active office locations across the country.

The brokerage offers residential clients experienced insights into Avalon Park, Lake Nona, and the remainder of the Orlando region. NextHome Merrick Realty Group also offers a team of talented bi-lingual associates, dedicated to serving the region’s growing Hispanic communities.

NextHome Merrick Realty Group is owned by Carlos Plana and Robert N. Pelier - two experienced entrepreneurs with a passion for professionalism. Principal broker Monica Luzarraga rounds out the leadership team with more than 20 years of experience in the role.

“We have experienced remarkable success attracting top-tier associates through NextHome’s unique culture and industry-leading technology,” Carlos said. “NextHome Merrick Realty Group is built on the promise of putting Humans Over Houses. We’ve discovered that the most talented associates are looking for a brokerage where the culture centers on making a difference in people’s lives, not numbers and status symbols. Taking care of clients is our number one responsibility. We look forward to sharing the NextHome difference with the Orlando area.”

Carlos’s first experiences in Florida real estate were as a child, watching his father’s career as a real estate broker. Carlos’s parents moved to the United States from Cuba in 1959. Throughout his own professional life, Carlos has maintained strong relationships with people and businesses from South America, helping him understand the intricacies of international relocations.

Although he grew up immersed in the real estate industry, Carlos forged his own professional path in the insurance industry, becoming a licensed public adjuster. Over more than two decades, Carlos became an expert in many types of insurance, including homeowner and commercial claims.

Robert’s experience with real estate comes from more than 28 years as a practicing attorney in New York and Florida. Throughout almost three decades as an attorney, real estate has been a substantial part of his career through acquisitions, contracts, litigation or other aspects of the industry that require legal consultation.

Robert and Carlos met more than 20 years ago when their professions crossed paths. Robert then met, and married, Carlos’s cousin.

The pair soon started several businesses together including Gables Insurance Recovery, Gables Medical Billing, and Gables Title Group.

Real estate franchising remained on their radar. Then, as Monica joined their team and they discovered the NextHome difference, Carlos and Robert knew they had a winning strategy.



“I’ve known Monica for a great number of years as someone who I can trust,” Carlos said. “She grew up in the area and is a second-generation REALTOR®. Her husband also works in the construction industry, giving her unique insight into new construction, flips, and market trends.”

NextHome Merrick Realty Group’s Coral Gables office, serving the Miami-Dade area, opened in the spring of 2021.

“NextHome’s approach to the basics of good business is impressive,” Robert said. “This company is thoughtful, impactful, and something you seldom see these days. Through NextHome, we can offer clients the thoughtful experience they are looking for. NextHome Merrick Realty Group can provide a well-rounded service level and responsiveness that will make an impact in the Orlando area. A NextHome Merrick Realty Group client can expect expertise not only in the search for their ideal property, but also expertise in the intangibles such as trust and professionalism.”

Please join us in congratulating Carlos, Robert, and Monica on the expansion of NextHome Merrick Realty Group in Orlando, 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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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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