



Press Release

July 1st, 2022

NextHome Diversified Opens in Orlando Metro Area

Under broker/owner Anita Kelly, NextHome Diversified's foundation is people-first service

Pleasanton, CA — July 1, 2022 — NextHome is proud to announce the newest addition to the franchise, **NextHome Diversified**, based in Apopka, Florida. The brokerage joins the growing NextHome franchise that currently has 589 active office locations across the country.

Located northwest of Orlando, NextHome Diversified will serve clients throughout Lake, Orange, Volusia, and Seminole counties. The brokerage provides exceptional client experiences for residential buyers and sellers throughout the area.

NextHome Diversified is owned by Anita Kelly, a driven real estate professional with almost 20 years of experience in Florida real estate.

Anita began her sales career in 2003 in Longwood, Florida. She has worked with both large national franchises and regional independent firms and obtained her broker's license in 2021. Throughout the years, Anita worked with a diverse array of clients and found profound professional fulfillment in meeting their needs.

"I've helped so many families find their home, the majority of them being first-time homebuyers," Anita said. "I get excited when I think about the stories of those individuals and families who I was able to help."

Anita's dedication to people-first service created a robust, referral-based business.

As her career and family life evolved, Anita knew it was time to achieve her long-held dream of brokerage ownership.

"Now that my children are grown, it was time to go back and revisit my goals," Anita said. "I had always wanted to open a brokerage, and in 2022 it was finally the right time."

As Anita searched for the right franchise fit, NextHome became the clear choice.

"When I found NextHome it really reignited my passion for real estate," Anita said.

"NextHome's entire culture is focused on putting people first, which was a mindset that I already embraced. It is warm and friendly, while still maintaining the highest professional standards. If I could create whatever brokerage I wanted, NextHome was what I would have built for myself. It was something I could be a part of because it sounded so much like me already."

Today, NextHome Diversified is offering clients Anita's signature people-first service, alongside some of the industry's leading marketing, technology, and tools.

"NextHome offers phenomenal technology that NextHome Diversified associates can now use to better serve their clients and grow their business," Anita said. "It is important to me to offer my associates attractive resources and support that they won't find anywhere else."



As NextHome Diversified grows, Anita will continue to focus on putting people first.

“So many people are focused on production, on the money, and they are leaving behind the client,” Anita said. “I plan to make sure we continue to put humans over houses. I want to be actively participating in community events, showing up in places where I’m not seeing other real estate agents show up, and giving back in a real way to the people who have helped me grow my business over the last 19 years.”

Anita and her husband Nathaniel are the founders and longtime pastors of Philemon Ministries in Apopka. They have been serving their congregation for more than 13 years. Anita also volunteers her time with the Women’s Council of REALTORS®, serving on its audit board. She is also a volunteer supporter of Phillis Wheatley Elementary School in Apopka.

Anita and Nathaniel will celebrate 37 years of marriage this December. They have three adult daughters, and four grandchildren who they love dearly. When she isn’t helping clients, Anita enjoys spending time with her family, fishing, and traveling.

Please join us in congratulating Anita on the opening of NextHome Diversified in Apopka, 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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