



Press Release

August 5th, 2022

NextHome Legacy Opens in Arizona

New brokerage combines exceptional leadership with cutting-edge technology

Pleasanton, CA — August 5, 2022 — NextHome is pleased to announce the opening of **NextHome Legacy** in Chandler, Arizona. The brokerage joins the growing NextHome franchise that currently has 591 active office locations across the country.

Located in Maricopa County, NextHome Legacy will serve residential buyers and sellers throughout the Phoenix metro area including Maricopa and Casa Grande.

NextHome Legacy stands apart in the Arizona market through its exceptional associates who make the most of cutting-edge real estate technology.

This standard of excellence is nurtured by NextHome Legacy owner and broker, Eddy Roach, a nationally accomplished tech innovation leader with more than 21 years of entrepreneurial expertise.

“NextHome Legacy is a place where exceptional salespeople thrive,” Eddy said. “When it comes down to it, the right brokerage will have the right agents: agents who answer their phones, who are long-term professionals, and who leverage the tools at their fingertips to make the whole buying or selling transaction seamless. The right leadership with the right associates is a winning combination for our clients.”

Eddy has spent more than two decades building multiple small businesses while simultaneously navigating a corporate career. His unflagging work ethic and talent for tech innovation led to corporate leadership positions in some of the nation’s largest companies.

Eddy managed RadioShack’s interests throughout all western states, until that contract was bought out by Sam’s Club in 2009. At that point, Eddy oversaw 300 Sam’s Club locations, 1,461 AT&T Indirect Stores, 103 Best Buys, and managed \$1.4B dollars of indirect sales responsibility.

In 2014, he founded Sovo Web. The digital agency catapulted to remarkable success, offering company brand strategy, digital advertising campaign management, website, and app development. In 2016, he became Director of Program Sales for TTEC, leading a team of four Senior Managers, 15 Sales Managers, and more than 200 Sales Agents across multiple programs in the U.S. and Australia.

Throughout his career, Eddy has also enjoyed mentoring employees one-on-one through multiple small businesses.

His love of building successful teams led Eddy to a full-time career in real estate sales in 2016.

As Sales Director for LGI Homes, Eddy created a powerhouse team and sold 91 homes in six months.



His work ethic and expertise caught the eye of Richmond American Homes. As the company’s Division Sales Manager, Eddy propelled his region to No. 1 in the nation in total sales, selling gross margin and loan capture. His leadership garnered multiple awards and expanded Eddy's reputation for excellence in Arizona real estate.

In 2022, Eddy knew it was time to build his own legacy and create a brokerage built by a salesperson for salespeople.

“NextHome offered all the things I’ve been passionate about for 21 years packed into one franchise,” Eddy said. “The right partner had to be tech focused, innovative, flexible, and empower exceptional leadership. NextHome checked all the boxes for me. Combining my leadership and experience with NextHome’s technology and support, we can offer a value proposition that no one else in Arizona can offer.”

Today, NextHome Legacy is a home for powerhouse teams and dedicated associates.

“NextHome Legacy has both higher expectations and levels of support for agents,” Eddy said. “The right NextHome Legacy associate will have an intrinsic energy, hustle, and drive combined with a down-to-earth people-focused perspective. We embrace excellence for the benefit of the client.”

Outside the office, Eddy is passionate about serving his community through supporting youth sports. Through volunteering and donations, Eddy believes strongly in encouraging kids to be active and pursue their dreams.

Please join us in congratulating Eddy on the opening of NextHome Legacy in Chandler, Arizona!

Are you a Realtor? Learn more about the NextHome Legacy team at MyNextBroker.com.

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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