



Press Release

August 26th, 2022

NextHome Sunshine Realty Opens in Ocala, Florida

Brokerage offers exceptional expertise to help homebuyers discover a feeling of 'Home'

Pleasanton, CA — August 26, 2022 — NextHome is pleased to announce the opening of **NextHome Sunshine Realty** in Ocala, Florida. The brokerage joins the growing NextHome franchise that currently has 594 active office locations across the country.

NextHome Sunshine Realty offers a wealth of resources, expertise, and caring for clients who want to make the Ocala area feel like home.

Located in a picturesque region of central Florida, NextHome Sunshine Realty will serve clients throughout Ocala, Gainesville, Lake City, Crystal River, Williston, and the remainder of Marion and Alachua County.

NextHome Sunshine Realty is owned by Nico Amaro, a bi-lingual second-generation real estate associate with a passion for nurturing exceptional associate talent.

The daughter of Cuban immigrants, Nico began her professional career in private wealth management after earning her Masters in Business Administration. Then, Nico joined a corporate recruiting firm where she recruited C-level talent for Fortune 500 companies as well as international firms.

However, she always remembered her experiences growing up the daughter of two dedicated real estate professionals.

Nico's parents came to the United States at 13 years old, and juggled working, going to school, and trying to acclimate to this country.

In their 30s, George and Maida Amaro delved into real estate and eventually opened Amaro & Associates in Miami, FL. They owned the real estate brokerage for the next 25 years.

"I grew up helping in the office and watching my parents work hard," Nico said.

In 2015, Nico obtained her real estate license and began to find her own success. Nico designed a productivity coaching program for new agents through her local Keller Williams brokerage. She also obtained her broker's license in 2020.

"My passion is helping other agents grow their business and be the best they can be for our community," Nico said. "When an associate helps a person buy or sell a home, it's really making an impact on one of the biggest decisions in that client's life. I wanted a deep care for clients and community to show through the people I coached, my own work, and the legacy I built."

Now, as the owner of NextHome Sunshine Realty, Nico has the support she's always wanted to create a brokerage that aligns with her goals and personality.



“I love that NextHome is centered around humans and their personal real estate experience,” Nico said. “I also love the transparency, the approach to technology, and the boutique feel that I can create through NextHome. At any time I can email member services, marketing, or even the Vice President, or be directed to the resources I need - and in a reasonable time frame. That exceptional corporate leadership and support makes us better agents, and we get to pass that on to our clients and so they can have a great experience.”

“This company’s values align with my own personality,” Nico added.

Today, NextHome Sunshine Realty clients can expect a brokerage that works relentlessly to help them achieve their homeownership goals.

“We will exhaust every option to get the deal done for our clients,” Nico said. “It is also so important to me that our clients think of us as a resource to help them put down roots here. From recommendations for local businesses, to information about zoning and the area’s history, we want to be a friendly resource to help people feel a sense of home.”

According to Nico, the right NextHome Sunshine Realty associate will be service and people-oriented, is not afraid to ask for help when they need it, and is also not afraid of hard work.

“NextHome Sunshine Realty is dedicated to supporting exceptional associates, who will extend an exceptional service level to our clients,” Nico said.

Outside the office, Nico dedicates her time and talents to various service organizations. Nico has a love for animals that fuels her volunteer work with the local humane society.

Nico also volunteers her time and resources with equine therapy programs. With each commission closed, Nico gives back a portion to these community organizations.

She is the proud pet parent of three dogs, two horses, two cats, and a bird. She also remains close with her mom and dad, who are now retired from real estate.

“They are my inspiration,” Nico said. “They have set the standard of success, both professionally and personally and they give me much to aspire to.”

Please join us in congratulating Nico on the opening of NextHome Sunshine Realty in Ocala, 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.

###



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.

The names of actual companies and products mentioned herein may be the trademarks of their respective owners. Each office is an independently owned and operated business.

For more information, press:

Imran Poladi
209.470.1493
imran@nexthome.com

For more information, sales:

Charis Moreno
925.271.9102
charis@nexthome.com

For additional announcements and press releases, please visit:

<https://www.nexthome.com/news/>