



Press Release

November 30th, 2022

NextHome Strategy Opens in Madison, Wisconsin

Newest brokerage offers unparalleled bi-lingual service, helping many achieve their homeownership dreams

Pleasanton, CA — November 30, 2022 — NextHome is proud to announce our newest addition to the franchise, **NextHome Strategy**, located in Madison, Wisconsin. The brokerage joins the growing NextHome franchise that currently has 608 active office locations across the country.

NextHome Strategy offers clients exceptional bi-lingual service, helping Spanish-speaking buyers and sellers from all walks of life achieve the American Dream.

Conveniently located in the state's capital, NextHome Strategy serves clients throughout Dane County.

NextHome Strategy is owned by Hugo Gonzalez and Corey Fischbach, two high-performing real estate professionals with a drive to help others achieve the dream of homeownership.

Although both Corey and Hugo are well-versed in all types of residential real estate, the duo share a unique talent for helping first-time home buyers, and especially Hispanic immigrants, achieve their real estate goals.

Corey began his real estate career in 2016. After transitioning to his second brokerage, Corey hit his sales stride, quickly closing seven deals in six months and becoming a top producer.

Corey eventually formed a thriving team at another franchised office, and obtained his broker's license in 2018.

"While sales numbers are great, what's truly important to me is that I've been able to adapt and learn this industry inside-out so that I am in a knowledgeable position to help many people from different cultures become homeowners," Corey said.

That dedication to client service led Corey to help Hugo Gonzalez find his own perfect home. After closing the transaction, Corey and Hugo knew their combined talents could build a great team.

"While I am a dreamer, Hugo is really good at implementing those grand plans," Corey said. "Hugo is structural, analytical, and he gets things done."

Hugo obtained his sales license in 2019 and, together, the Corey Fischbach Team evolved into Lavant Group Realtors.

"Real estate is something I've always been interested in," Hugo said. "After partnering with Corey, we really took that team to the next level."



Lavant became the top producing team at the firm, growing from \$2 million to \$10 million in annual sales in just one year.

“Our success was a result of focusing on people,” Hugo said. “With us, team members don’t feel stuck in a listing or buyers agent role. We give people room to grow, and really encourage taking opportunities as they come.”

That people-focused approach to team management led Corey and Hugo to NextHome.

“Franchises always claim that it’s all about employees, but rarely deliver on that promise,” Hugo said. “With NextHome that dynamic was completely different. After making a few phone calls we discovered that putting humans over houses was natural for everyone we talked to. We interviewed other franchise owners and they had nothing but great things to say. We didn’t get the sales pitch, but rather real people who cared about their clients.”

Today, NextHome Strategy is expanding on Corey and Hugo’s quest to help others.

“That’s what real estate is all about,” Hugo said. “Helping people get from one place in their lives to another. We are always there to help, and now we are partnering with a franchise that helps us communicate that message to our clients and associates.”

As NextHome Strategy grows, Corey and Hugo hope to partner with professional associates who will embrace that humans over houses approach to sales. A NextHome Strategy associate will also have the dedicated backing of top-producing broker/owners.

“We will build people by showing true broker support and holding their hand all the way,” Hugo said.

“Our dream is helping more families achieve the American Dream,” Corey said. “By offering the highest level of service, and putting our client’s goals first, NextHome Strategy will become the top-producing company in Dane County for diversity.”

Corey and Hugo’s passion for service extends beyond their business ventures.

Corey is a volunteer with the Madison School District, helping kids who otherwise wouldn’t be able to afford it, learn how to snowboard. Whenever he has spare time, Corey also substitute teaches in special education classrooms. He is an avid snowboarder who also enjoys disc golf and spending time outdoors with his family. Corey and his wife Dulce Corazon have been married for eight years and are the proud parents of Alexander.

Hugo enjoys traveling with his wife Karen and their daughter Victoria and spending time with friends and neighbors.

Please join us in congratulating Corey and Hugo on the opening of NextHome Strategy in Madison, Wisconsin!

Interested in being a part of the NextHome Real Estate Franchise? Contact VP of Sales Charis Moreno at Charis@NextHome.com.



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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 600 offices and 5,400+ members across 48 states. The company closes over 36,000 transactions annually worth over \$11.8B in volume.

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