



Press Release

December 21st, 2022

NextHome Pulse Real Estate Opens in Newport News, Virginia

The new brokerage offers exceptional client experiences and built-in integrity to the region

Pleasanton, CA — December 21, 2022 – NextHome is proud to announce our newest addition to the franchise, **NextHome Pulse Real Estate**, located in Newport News, Virginia. The brokerage joins the growing NextHome franchise that currently has 604 active office locations across the country.

NextHome Pulse Real Estate offers exceptional real estate experiences, with knowledgeable associates who are transparent and service-centered every step of the way.

NextHome Pulse Real Estate is located along the Atlantic Seaboard and serves clients throughout Richmond, Hampton Roads, Williamsburg, Woodbridge, and Virginia Beach. NextHome Pulse Real Estate is also licensed to help clients in Maryland and Washington D.C.

NextHome Pulse Real Estate is owned by Elias Cox, an experienced real estate professional who centers his business around his clients.

Elias began his real estate career in 2010 after discovering a passion and skill for real estate investing. Elias gained three years of experience working with nationally franchised brands before joining a local independent brokerage. Elias then worked with a NextHome franchise for a short time before eventually joining Redfin. Last year, Elias achieved \$13 million in sales in a region where home prices hover around \$450,000.

Throughout his career, Elias also developed a talent for teaching. He is a licensed real estate instructor in the state of Virginia and has been teaching with a local real estate school.

“I truly love teaching and mentoring people,” Elias said. “It is really rewarding to see associates achieve their goals.”

Although he achieved remarkable career success, Elias’s greatest professional accomplishments were always the people he was able to help.

“Ultimately, I love helping clients achieve their goals,” Elias said. “That’s my joy. Putting humans over houses has always been my model and strategy. When you put the customer first, the job becomes so much more rewarding. I want to give each client the almost tangible feeling of being supported throughout their entire transaction.”

That drive to provide unparalleled real estate experiences prompted Elias to consider opening his own brokerage.



“All around me, I just wasn’t seeing that emphasis on quality service and the human experience,” Elias said. “People seemed more interested in creating massive agent rosters, and I wanted to focus more on quality client experiences.”

That’s when Elias remembered NextHome.

“I center my business on the very human experience of buying or selling a home,” Elias explained. “I needed to find a franchise that supported my business philosophy.”

After looking closer at NextHome’s franchise model, Elias knew he had discovered the right partner.

Today, NextHome Pulse Real Estate offers clients personalized service, with transactions that are so vibrant and alive that they have a pulse.

“Every transaction is like a personal relationship built,” Elias said. “At NextHome Pulse Real Estate, we provide knowledgeable service as well as all the intangibles like transparency, honesty, and client care. With this focus, I hope that NextHome Pulse Real Estate can help shift preconceived notions about real estate sales. We want to bring integrity back to the business.”

As the brokerage grows, Elias dreams of expanding that push for professional integrity with additional brokerage offices throughout Maryland and Washington, D.C.

Outside the office, Elias enjoys reading, hiking, road trips, and travel. He is the proud father of two children.

Please join us in congratulating Elias on the opening of NextHome Pulse Real Estate in Newport News, Virginia!

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 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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