



Press Release

March 24th, 2023

NextHome PinPoint Opens in Cape Coral, Florida

Newest brokerage offers unparalleled agent support for high-achieving professionals

Pleasanton, CA — March 24, 2023 — NextHome is proud to announce our newest addition to the franchise, **NextHome PinPoint**, located in Cape Coral, Florida. The brokerage joins the growing NextHome franchise that currently has 610 active office locations across the country.

NextHome PinPoint serves clients throughout Cape Coral, Fort Myers, Naples, Fort Myers Beach, and the remainder of Lee County. The brokerage offers expertise in waterfront properties, luxury, second homes, investments, and all other types of residential real estate. Several NextHome PinPoint associates also offer exceptional service for commercial real estate clients.

NextHome PinPoint's offices also include an in-house mortgage lender and referrals to some of the area's best appraisers, inspectors, and other real estate industry professionals.

NextHome PinPoint is owned by the husband-and-wife team of Kimberly and Andy Artessa. Kimberly offers extensive expertise in business leadership as well as associate recruitment and development. Andy will serve as NextHome PinPoint's Vice President. Gene Gregory is the office's Managing Broker, and Nicole Williams rounds out the leadership team as an administrative assistant.

"The perfect storm aligned us all to create an office with a healthy balance of talents and abilities," Kimberly said. "NextHome PinPoint thrives because of a connected, collaborative leadership team that is focused on associate support and success."

Throughout Kimberly's career, her leadership and listening skills have built successful brokerages. As a new recruiter for Century 21, Kimberly attracted 43 real estate professionals to one office in a matter of months. After a merger brought eight different offices under one owner, Kimberly's recruiting and talent development skills accelerated. She attracted 243 high-achieving professional associates to the offices in only one year, earning her prestigious awards.

"One of the reasons I've been so successful in recruiting is because I meet people where they are at," Kimberly said. "Rather than a sales pitch, I listen intently to what associates have to say and then let them know how we can help them achieve their unique goals."

Eventually, Kimberly's reputation for excellence created a partnership opportunity with Better Homes and Gardens Pristine. Now as a business leader, Kimberly's talents continued to build successful offices.



However, she knew that she wanted more. Kimberly was searching for a franchise that was innovative and evolving. While researching a SWOT (Strengths, Weaknesses, Opportunities, and Threats) exercise for her business, Kimberly came across NextHome.

After extensive research, she knew that NextHome was the right fit for her talents.

“I was already looking for an innovative brand that would evolve with the times and industry changes,” Kimberly said. “Then I saw that NextHome offers kvCORE and robust listing distribution, and more.”

The rest of her team agreed that NextHome offered something unique to the industry.

“The corporate structure and support really impressed us,” Andy said. “As we did our research, the growth of NextHome over the past several years was also incredible.”

Today, Kimberly, Andy, Gene, and Nicole are building a powerhouse brokerage where educated associates offer unparalleled buying and selling experiences.

“Each NextHome PinPoint associate is a full-time professional with years of experience, education, and extensive support,” Kimberly said. “We expect excellence in training, continuing education, and client care.”

“I’m excited to be there for our associates, and to empower them with the knowledge and support they need to provide excellent client service,” Gene added.

Please join us in congratulating Kimberly, Andy, Gene, and Nicole on the opening of NextHome PinPoint in Cape Coral, 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 610 offices and 5,500+ members across 48 states. The company closed over 33,000 transactions in 2022 worth over \$11.4B in volume.



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