



**Press Release**

**June 16th, 2023**

**NextHome Elite Choice Opens in Philadelphia**

*Owner and Philadelphia native Manny Adames offers personable, professional real estate representation*

**Pleasanton, CA — June 16, 2023** — NextHome is proud to announce our newest addition to the franchise, **NextHome Elite Choice**, located in Philadelphia, Pennsylvania. The brokerage joins the growing NextHome franchise that currently has 613 active office locations across the country.

NextHome Elite Choice offers expert service for international relocation clients as well as all types of commercial and residential properties.

NextHome Elite Choice serves clients throughout Philadelphia and its suburbs, including Chesterbrook, Milford Square, Birmingham Township, and the remainder of Bucks and Montgomery counties. In addition, NextHome Elite Choice is proud to extend its exceptional service throughout South New Jersey.

NextHome Elite Choice is owned by Manny Adames, a Philadelphia native with a passion for problem solving and client support.

Manny began his real estate career in 2015 after more than two decades as a Fortune 500 corporate travel manager. When he sold his own home by owner, Manny felt the rush of real estate problem solving and knew he had discovered a career that energized him.

After a slow first year in the business, working only part time, Manny's mother passed away. Although saddened by the loss, Manny likes to think that he owes what came next in his real estate career to his mother watching out for him from above.

"We were talking with the funeral home owner and he asked for my email address to arrange my mother's final details," Manny recalled. "I only had my business card, and when he discovered that I was a real estate agent, he said he had some large commercial properties and he was looking for the right representation to sell them. That commercial sale created an amazing amount of referral business for me and my real estate career really took off."

Working with Weichert, Keller Williams, and Compass throughout the years, Manny developed a remarkable reputation for quality service. Through hard work, Manny became a sought-after expert for international relocations and commercial properties.

Manny soon hit more than \$10 million in annual sales volume, created his own high-performing team, and began handling multi-million-dollar commercial sales. However, his greatest professional achievement remains helping his daughter navigate her first home purchase.



“How many parents get to say that they had that experience with their child?” Manny said. “Helping people achieve their goals and secure a bright future is a truly rewarding part of real estate.”

As his success evolved, Manny started thinking seriously about how he could better invest in his own future growth. He knew that as a franchise owner he could provide exceptional client service, and get more value for his money.

“As I researched, NextHome popped up and I immediately thought, ‘there’s got to be a catch,’” Manny recalled. “The franchise fee was far too economical, about 3-5 times less expensive than my next best option. And yet, I still got industry-leading technology and support. I became really curious.”

As it turned out, there wasn’t any catch and Manny knew he had found the right franchise fit.

“With NextHome, I am excited to create a boutique-feeling brokerage while still offering all the amenities of any mega firm,” Manny said. “As NextHome Elite Choice, our mission is about service, being personable, and delivering for each and every client. Here, you are not just a name or a number, but a valued part of who we are.”

Today, NextHome Elite Choice is helping buyers and sellers navigate a shifting market through personal service and industry expertise.

“It’s relatively easy to be in real estate when the market is hot, but when things start to shift that’s when it becomes crucial to have a true professional on your side - someone who knows the market well and understands how to navigate all types of situations,” Manny said. “Combining my area knowledge with NextHome’s industry-leading tools and support, our clients have access to some of the best representation in the region.”

Born and raised in the Philadelphia area, Manny cares deeply about his community and his family. Manny is a dog-lover who is thrilled to partner with NextHome in their support of Canine Companions for Independence. He is also a dedicated supporter of the Make a Wish Foundation. Manny also enjoys supporting his NextHome Elite Choice associates in their volunteer efforts. The brokerage is happy to support the local Greater Philadelphia Hispanic Chamber of Commerce in their community efforts.

Manny attributes much of his success to the support of his wife Sandy and his love for his two children Samantha and Andrew.

“They are my reason for everything I do,” Manny said.

Please join us in congratulating Manny on the opening of NextHome Elite Choice Realty in Philadelphia, Pennsylvania!

***Interested in being a part of the NextHome Real Estate Franchise? Contact VP of Sales Charis Moreno at [Charis@NextHome.com](mailto: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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