



Press Release

July 7th, 2023

NextHome Blue Key Realty Open on Boston's North Shore

Brokerage owner and Boston-native Michael Buscanera offers exceptional insights across a wide variety of real estate types

Pleasanton, CA — July 7, 2023 — NextHome is proud to announce our newest addition to the franchise, **NextHome Blue Key Realty**, located in Beverly, Massachusetts. The brokerage joins the growing NextHome franchise that currently has 614 active office locations across the country.

Conveniently located on Boston's North Shore, NextHome Blue Key Realty serves clients throughout Beverly, Danvers, Peabody, Salem, Lynn, and the remainder of Essex County and Massachusetts.

NextHome Blue Key Realty offers unparalleled expertise in all types of residential real estate, including new construction, multi-family, first-time homebuyer, and relocation.

The brokerage is owned by Boston's North Shore native Michael Buscanera. Michael has been a tenacious advocate for his clients ever since obtaining his real estate license in 2014.

Within 90 days of completing real estate school, Michael had his first deal squared away. From that day on, his career continued its upward climb.

"Clients are happy with my integrity, honesty, and the grit I show when working to get them the best deal possible," Michael said. "I am a fiduciary advocate for my clients and enjoy getting their dreams across the finish line."

Throughout the years, Michael has worked with both nationally-franchised firms and small independents. He has built a strong reputation throughout Boston's North Shore for his exceptional negotiation skills. In addition to his real estate sales expertise, Michael attended vocational school for carpentry and, as a born-and-raised Boston North Shore native, knows the area inside and out.

In 2019 Michael obtained his brokers license and opened Blue Key Realty. After growing his independent brokerage with high-quality agents, Michael knew he wanted to offer his associates more.

"I needed more structure for my business, and I wanted to provide more value for my agents, giving them access to the industry's best systems and software," Michael said. "NextHome offered the whole package at a reasonable price point with excellent terms."

Today, Michael and his team of dedicated NextHome Blue Key Realty associates are ready to offer unparalleled service for all of Boston's North Shore.

"By franchising with NextHome, I have the ability now to shift my focus away from busy work and toward the things that really matter - supporting my clients and associates," Michael said.



“Our associates now have at their fingertips all the tools they need to succeed, and because they succeed our clients succeed.”

NextHome Blue Key Realty is focused on helping clients enjoy a seamless buying or selling experience. Through the brokerage’s focus on education and communication, clients are informed and empowered from beginning to end.

“At NextHome Blue Key Realty, you will have a red-carpet experience,” Michael said. “We have all the right tools and people in place to guide you to where you want to be.”

Some of these services include 3-D video tours, professional property photography, drone footage, and multiple open houses. Buyers enjoy a comfortable consultation where associates truly listen to their hopes and dreams, then curate an up-to-the-minute list of perfect properties.

In addition to all this, NextHome Blue Key Realty clients benefit from Michael’s connections to some of the area’s best lenders, inspectors, attorneys and other real estate industry professionals.

“We put our clients in the hands of the right people so that the process can move smoothly,” Michael said.

When he isn’t selling real estate, Michael enjoys hiking, fitness, traveling, nature photography, and flipping homes.

Please join us in congratulating Michael on the opening of NextHome Blue Key Realty in Beverly, Massachusetts!

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 610 offices and 5,500+ members across 48 states. The company closed over 33,000 transactions in 2022 worth over \$11.4B 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:

Petya Manning
925.344.6479
petya@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/>