



Press Release

August 17th, 2023

NextHome Locations Opens in Phoenix Metro Area

Industry veteran, Cece San Diego, launches brokerage focused on helping every family achieve homeownership dreams

Pleasanton, CA — August 17, 2023 — NextHome is proud to announce our newest addition to the franchise, **NextHome Locations**, located in Tempe, Arizona. The brokerage joins the growing NextHome franchise that currently has 617 active office locations across the country.

NextHome Locations serves clients throughout the Greater Phoenix Metropolitan Area and Maricopa County.

NextHome Locations is owned by Cece San Diego, Mo (Mitsuko) Crum, and John San Diego. Cece will serve as the office's designated broker with her daughter, Mo, serving clients as a real estate sales professional.

This leadership team offers almost four decades of area expertise, and a heart for helping every client achieve their dreams and build generational wealth.

"I am passionate about homeownership," Cece said. "It is a privilege to help people create a legacy for their families and build wealth and opportunities that impact generations."

An Arizona native, Cece began her real estate career in 1988, and soon stepped into an ownership role with a nationally-franchised brand. Throughout the next several years, Cece owned and operated both nationally franchised offices and small independent brokerages.

"I have had the privilege of helping generations build a legacy of homeownership," Cece said. "I've sold people their first homes, then sold their children their first homes, then helped with their second and third homes. It has been an honor to become part of my client's family dynamic. Each of these people know that if they have any questions about real estate, I am only a phone call away."

Cece's passion for helping others blossomed when she went to work for a nonprofit focused on affordable housing. For the next 10 years, Cece managed over \$35 million in HUD funded grant programs during the housing foreclosure crisis and worked closely with local municipalities, GSE's Freddie Mac, Fannie Mae, and HUD.

"It was hard work, but incredibly rewarding," Cece said.

During these years Cece became a very strong advocate for affordable housing and first time home buyers.

Her passion for helping people achieve homeownership permeated her business philosophy. While selling with a local franchise, Cece began to wonder how she could expand her vision of helping people build a legacy of homeownership. She wanted to build a brokerage where clients



could receive unparalleled education and support throughout their home buying or selling journey. After 35 years in real estate, she knew she wanted her agents to thrive and stand out.

That's when she discovered NextHome.

"I spent two years diligently researching franchises," Cece said. "I looked at which company would match my vision. Eventually, NextHome became the obvious choice. It had all the technology and all of the tools necessary, not only for me, but for my agents to succeed."

The more she experienced the NextHome difference, the clearer her franchise choice became.

"What I didn't expect to find was the overwhelming support, the diligent follow-up from everyone I talked to, and a real proficiency at the corporate level when it came to onboarding," Cece said. "No other franchise I was looking at offered those things."

Today, NextHome Locations offers a real estate experience that meets people where they are, and offers unparalleled service and market guidance.

"Everyone's real estate needs are different, there is no cookie-cutter approach to helping people achieve homeownership," Cece said. "Each of my clients knows that I am there for them and ready to help with their unique situation and needs."

"NextHome Locations is focused on the families that we serve and how to help them have an exceptional buying or selling experience," Cece added.

That exceptional experience starts with talented, and well-supported associates. A NextHome Locations associate is focused on relationships-based sales and service.

"At its core, real estate is local, and it's a very human experience," Cece said. "And while you can do extensive research online, there is no substitute for the knowledgeable guidance of a local expert. We are your partner, and we become your real estate advisor for life. We are here to support you before, during, or after the transaction's close."

Please join us in congratulating Cece, Mo, and John on the opening of NextHome Locations in Tempe, Arizona.

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/>