



Press Release

August 31st, 2023

NextHome Luxury Golf Realty Opens in Bradenton, Florida

Husband-and-wife duo offer decades of unparalleled insights into Florida's luxury golf communities

Pleasanton, CA — August 31, 2023 — NextHome is proud to announce our newest addition to the franchise, **NextHome Luxury Golf Realty**, located in Bradenton, Florida. The brokerage joins the growing NextHome franchise that currently has 618 active office locations across the country.

NextHome Luxury Golf Realty offers clients unparalleled insights into the area's various luxury golf communities. In addition to this market expertise, NextHome Luxury Golf Realty associates are a knowledgeable resource for new development, resales, established community living, and all other types of residential real estate.

NextHome Luxury Golf Realty serves clients throughout Lakewood Ranch, Bradenton, Sarasota, and the remainder of Manatee County.

The brokerage is owned by the husband-and-wife team of Mark and Kristin Bruce. Together, this powerful duo offers more than 57 years of combined expertise in the Bradenton luxury market.

As a real estate professional, Mark combines his talents in real estate with a remarkable career as a PGA Pro. Throughout 37 years in Florida, he has also worked in golf course general management and launched his own golf lifestyle marketing company.

"Through my marketing company, I connected with people moving to Florida and searching for the perfect opportunities for leisure and lifestyle," Mark said. "Combining my golf community knowledge with a real estate sales license seemed like a perfect fit."

Mark has been a top-producing real estate associate since 2011.

"The most rewarding part of real estate is the people I get to meet," Mark said. "I love talking with my clients, and helping them find the opportunity that matches their vision for their second life. When we can understand and merge their needs with what a community offers, that's a great feeling."

Kristin watched Mark's success for several years while navigating her own career as an investment banker. Craving more flexibility and a change from corporate America, Kristin obtained her own real estate sales license in 2018.

"Kristin has this remarkable talent for combining the analytical and technical pieces of real estate with an ability to connect with people on a very human level," Mark said.



Originally from Toronto, Canada, Kristin has lived in the Bradenton area for more than 20 years. Over the years, she has maintained strong connections to her Canadian birthplace and has a talent for serving snowbirds as they seek their second home.

Together, Kristin and Mark offer local insights and expertise that aren't available anywhere else. With this niche, the duo knew that opening their own franchise was the right move.

"NextHome aligned exactly with where we wanted to go and what we wanted to build," Mark said.

With NextHome's industry-leading technology and marketing, Kristin and Mark knew they could create an unparalleled business.

"From contract to close, everything is buttoned up and efficient," Mark said. "The support and infrastructure that NextHome provides makes every transaction seamless and accurate. We were thrilled to find the right franchise fit."

Today, NextHome Luxury Golf Realty is an unparalleled resource for anyone seeking their perfect golf community.

"We have both been here for decades and know these communities like the back of our hand," Kristin said. "Knowledge, trust, and integrity are hallmarks of every NextHome Luxury Golf Realty experience. Each client will have great guidance from experienced associates."

"With everything NextHome Luxury Golf Realty offers, we are here to make sure that anyone transitioning into a new lifestyle in Florida finds the perfect fit for their future," Mark added.

Both Kristin and Mark are dedicated to serving their community in various ways. Mark is a quarter-century member of the PGA of America. He also volunteers with The Sarasota Manatee Chapter of The First Tee. This non-profit organization provides golf and life skills programming for kids ages 5-18. Kristin is a supporter of the Juvenile Diabetes Association and also contributes her time and resources to local animal rescue organizations.

Please join us in congratulating Kristin and Mark on the opening of NextHome Luxury Golf Realty in Bradenton, Florida!

Interested in being a part of the NextHome Real Estate Franchise? Contact VP of Sales Charis Moreno at Charis@NextHome.com.

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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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