



Press Release

October 27th, 2023

NextHome Coastal Luxury Realty Opens in Virginia Beach, Virginia

Under the leadership of Anita L. Cox, the new NextHome brokerage reignites the joy of real estate for Mid-Atlantic clients

Pleasanton, CA — October 27, 2023 — NextHome is proud to announce our newest addition to the franchise, **NextHome Coastal Luxury Realty**, located in Virginia Beach, Virginia. The brokerage joins the growing NextHome franchise that currently has 608 active office locations across the country.

NextHome Coastal Luxury Realty offers clients exceptional real estate experiences, led by enthusiastic professionals.

Located in the beautiful South Eastern Region of the country, NextHome Coastal Luxury Realty serves clients from New Kent to Virginia Beach and everywhere in between.

NextHome Coastal Luxury Realty is owned by Anita L. Cox, a high-producing real estate agent with a passion for helping others achieve their home buying dreams.

“I love what I do, I enjoy the process with my clients, and there is no better feeling than handing keys to a family at closing,” Anita said.

Anita began her real estate career in 2008 with a small independent office. Anita’s career then led her to a local Keller Williams brokerage where she absorbed every lesson and experience that she could.

While there, Anita became the proud leader of the Paragon Team - a group of joyful, dedicated professionals who strive to exceed every client expectation.

“We always want to create exceptional home buying experiences, so that when clients talk about us, they light up,” Anita said. “Offering that flawless service is what drives us every day.”

Anita’s enthusiasm and sheer joy for her job propelled her to the highest levels of Virginia Beach real estate. She is the recipient of 16 production awards and has been recognized throughout Keller Williams as an outstanding agent.

Additionally, Anita has served the high-end market for years and offers coastal-buying clients the ability to tour homes from her boat.

“I can’t think of anything more rewarding than working in real estate,” Anita said. “At that closing table, I get to reflect on the journey and see how I helped a family successfully navigate their way to their home. I am always thinking about that end result when I help my clients. There is nothing better than handing a family the keys to their future.”

Anita’s greatest professional achievement has been earning the trust of her clients' children as they begin their own home buying journey.



“I am at a phase in my career where I am beginning to help the next generation of home buyers,” Anita said. “Earning the trust of multiple generations of homebuyers is a privilege and something I am so proud of.”

As she continued to serve clients with joy and enthusiasm, Anita knew that she was destined for more. She began to dream about what was possible if she opened her own franchised office.

“I started talking with another NextHome franchise owner, and she spoke with such passion and excitement that it made me realize that NextHome was a great opportunity to expand my own passion and excitement for real estate,” Anita said. “NextHome amplified the things that I already loved about real estate.”

As NextHome Coastal Luxury Realty, Anita is looking forward to offering her clients cutting-edge marketing, and the support of extensive technology platforms.

“NextHome was so new and innovative, but also steadfast and on a path of growth and success - and I want to be part of it,” Anita said. “I am looking forward to building a brokerage of driven agents who are excited about helping guide their clients through the joy of home buying and selling.”

Around Virginia Beach, Anita is known for her sparkling presence as the host of Home Sweet Home Hampton Roads - a real estate program through the local ABC affiliate station that features all that’s great about living and working in Hampton Roads.

Anita is the proud mother of two grown children, Kelsey and Chase. Kelsey will be joining Anita at NextHome Coastal Luxury Realty as a licensed real estate associate.

In her spare time, Anita enjoys boating, spending time with my family, and reading.

“My perfect day would be an early morning closing, showings mid-morning, ratified contract by noon, lunch with my daughter, back out with appointments in the afternoon with one new commercial agent coming on board and a new luxury agent, and then dinner and drinks with my particular person on the boat,” Anita said.

Please join us in congratulating Anita on the opening of NextHome Coastal Luxury Realty in Virginia Beach, Virginia!

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 630 offices and 5,700+ members across 48 states. The company closed over 33,000 transactions in 2022 worth over \$11.6B in volume.

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