



Press Release

February 15th, 2024

NextHome Sierra Realty Serving Reno, Nevada

Owners William Mariani and Anne Potter's brokerage is centered around agent and client success.

Pleasanton, CA — February 15, 2024 — NextHome is proud to showcase **NextHome Sierra Realty**, located in Reno, Nevada. The brokerage is a part of the growing NextHome franchise that currently has 614 active office locations across the country.

NextHome Sierra Realty serves clients throughout Reno, Sparks, Carson City, Fernley, Fallon, Incline Village, and the remainder of Washoe County.

NextHome Sierra Realty is owned by William Mariani and Anne Potter, a dynamic team with a passion for nurturing agent success.

Anne is a Reno native with extensive real estate expertise. Initially licensed in real estate in the late 80's, Anne has built a reputation for excellence in residential real estate. Her areas of expertise include investment properties, after building her own fix-and-flip portfolio.

"Not only is she well-connected and smart, but Anne is also an agent's biggest cheerleader and enabler for success," William said.

William built a thriving management training company before embarking on his real estate career in 2008.

Although he is exceptionally well-versed in short sales, William's passion and talent is for agent coaching and development.

"The more training and support the brokerage provides to their agents, the more value those agents can provide to their clients," William said. "I am really invested in training people well and helping everyone thrive."

That work ethic and level of commitment to his team led William to look into franchising. He and Anne wanted to create an office where agents could excel through access to industry-leading technology, tools, and support.

"It is nearly impossible to piecemeal all of the right tools and training together to be competitive in the marketplace," William said. "That's what makes NextHome so remarkable. They not only have tools and technology that are seamlessly integrated, but they also provide a dedicated Member Services team so that agents can feel confident using those tools and technology."

Today, NextHome Sierra Realty is a home for well-supported agents who are empowered to provide exceptional real estate experience for their clients.

"Our agents know that they have a Broker who is holding daily office hours, who holds weekly training, and who is involved and invested in your success," William said. "I'm very focused on



creating an atmosphere where both seasoned agents and new agents can grow their business. We want this to be a place where you are comfortable at whatever point you are at in your career.”

Through exceptionally well-supported agents, buyers and sellers throughout Northern Nevada have access to unparalleled representation.

“NextHome Sierra Realty is combining the best of corporate tools and support with local knowledge and professionalism to create the best possible experience for the client where they feel that they are cared for as an individual,” William said.

We’re thrilled to have William, Anne, and the entire team at NextHome Sierra Realty in Reno, Nevada in the NextHome franchise.

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.

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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 real estate franchise in the country in owner satisfaction, the NextHome franchise has 610 offices and 5,600+ members across 48 states. The company closed over 29,000 transactions in 2023 worth over \$10B 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.

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