



**Press Release**

**April 18th, 2024**

**NextHome YourPicketFence Group Opens in Reno, Nevada**

*Lifetime local leads a brokerage based on community service and elevating diversity.*

**Pleasanton, CA — April 18, 2024** — NextHome is proud to announce our newest addition to the franchise, **NextHome YourPicketFence Group**, located in Reno, Nevada. The brokerage joins the growing NextHome franchise which currently has over 600 active office locations across the country.

Conveniently located in Northern Nevada, NextHome YourPicketFence Group serves clients throughout Reno, Incline Village, Sparks, Carson City, Fernley, and the remainder of Washoe County.

NextHome YourPicketFence Group is owned by accomplished local REALTOR® Tayona Tate. Born and raised in Reno, Tayona has been delivering unparalleled real estate experiences since 2000.

Throughout her career, Tayona has worked with franchised offices, regional independents, and luxury firms. Her expertise spans the residential real estate spectrum, from first-time home buying, to investment, relocation, and luxury purchases. She is certified through the Institute for Luxury Home Marketing and has a deep understanding of Northern Nevada's various micro markets.

Tayona's drive to elevate real estate service for others created a thriving career. In 2022, Tayona was recognized as one of the Top 25 REALTORS® in Northern Nevada by the Women's Council of REALTORS®. Her dedication to her community also led to the Mat Gibbons, "Good Neighbor" Award, from the Sierra Nevada Association of Realtors.

For the past 18 years, Tayona has also been the leader of the Tate's YourPicketFence Group Team.

Tayona's lifelong dedication to putting Humans Over Houses has always been the hallmark of her service.

"Reno is becoming more diverse, and we do everything we can to make our clients feel honored and dignified throughout their home buying or selling experience," Tayona said. "From housewarming parties to Diwali gifts, we go above and beyond to make sure that every client feels personally connected and cared about before, during, and after the transaction."

As Tayona considered the future of her career, NextHome's commitment to putting Humans Over Houses caught her eye.

"NextHome is committed to the core of what really matters in real estate," Tayona said. "That emphasis was really attractive to me, and I knew I had found the right franchise fit."



With NextHome’s support, Tayona is building a brokerage centered on quality service.

“We are not just here to just sell you a home - we want to be your lifetime partner in real estate,” Tayona said. “I am a fighter for my clients, whatever their situation, and treat every buyer or seller as if they were my own family.”

That commitment to quality, personal service also defines the agents who partner with NextHome YourPicketFence Group.

“A lot of franchised brokerages are looking at not quality, but filling their offices with bodies and not giving anything back,” Tayona said. “Watching this happen, so many talented professionals are losing their spark. There was a need within our community to remind people why they love real estate in the first place. NextHome reignited that spark in me, and I am looking forward to sharing that enthusiasm with others now too!”

Today, NextHome YourPicketFence Group is an opportunity for high-performing real estate associates to re-center their careers on the things that bring them joy.

“We are excited to grow with agents who are community-minded, selfless individuals who are here to give everyone unparalleled service,” Tayona said. “I believe that success is possible for every agent if you pursue the things you love doing, and do them so well that people can’t take their eyes off you.”

Tayona is also excited to build an office that holds diversity as one of its core values.

“I envision a brokerage that represents our world,” Tayona said. “I want to partner with agents who speak various languages and who are educated about the diverse people they are serving and how best to serve them. At NextHome YourPicketFence Group, we are community advocates.”

Tayona also serves on the Board of Directors for the non-profit For Kids Foundation. Founded in 2003, the foundation fills in the gaps for one-time immediate needs for vulnerable children.

In addition to her community service, Tayona has served on the Diversity and Education Committee and the Professional Standards Committee for the Sierra Nevada Association of REALTORS®.

Please join us in congratulating Tayona on the opening of NextHome YourPicketFence Group in Reno, Nevada!

***Interested in being a part of the NextHome Real Estate Franchise? Contact VP of Sales Charis Moreno at [Charis@NextHome.com](mailto: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 615 offices and 5,600+ members across 48 states. The company closed over 29,000 transactions in 2023 worth over \$10B in volume.

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