



Press Release

April 24th, 2024

NextHome Five Star Opens in Orlando, Florida

Brokerage is a powerhouse collaboration between mortgage expert and real estate icon

Pleasanton, CA — April 24, 2024 — NextHome is proud to announce our newest addition to the franchise, **NextHome Five Star**, located in Orlando, Florida. The brokerage joins the growing NextHome franchise which currently has over 600 active office locations across the country.

NextHome Five Star is a collaboration between Orlando mortgage expert Pedro Alonso and high-performing NextHome broker, Lionel Cruz. Pedro will focus on client service and operations, while Lionel will be NextHome Five Star's Broker of Record.

Conveniently located in one of Florida's most populous areas, NextHome Five Star serves clients throughout Orange, Hillsborough, and Manatee counties.

Together, Pedro and Lionel are creating an unmatched resource for area buyers and sellers.

"We want you to become a homeowner and we will guide you through the process from beginning to end," Lionel said. "You will never be left floating with questions unanswered. The level of experience and education available at NextHome Five Star is unmatched anywhere."

Pedro has called the Orlando area home for more than 27 years. He is an avid real estate investor and over the past 17 years, Pedro has immersed himself in every aspect of real estate lending.

"I know the whole process inside and out," Pedro said, referring to his career in various aspects of real estate lending.

Pedro has worked tirelessly to serve buyers as a loan officer, underwriter, and also worked eight years as an auditor. He is the longtime owner of a mortgage franchise and enjoys helping people achieve their real estate dreams.

"I love being able to help people get their dream home, achieve their goals, and be happy," Pedro said. "That's a big achievement and it's what I love most about real estate."

Through Pedro's extensive mortgage expertise and Lionel's depth of real estate knowledge, buyers get a seamless experience.

"Not only will they find the perfect property, but they will have seamless synergy with the lending side as well," Pedro said. "They will benefit from a connection between agents and mortgage lending."

Lionel has been a dedicated real estate professional for more than 18 years. He has accumulated a wealth of real estate expertise building nationally franchised offices, and leading the nation's



No. 1 REO office in New Jersey. In addition to residential real estate expertise, Lionel has become a regionally recognized resource for commercial real estate.

In 2015, Lionel opened NextHome Prime (originally NextHome City Life Realty) in North Bergen, New Jersey after being attracted to the brand's fresh and fun marketing.

“James (Dwiggins, NextHome’s CEO) happened to be traveling through New Jersey when I reached out asking for more information about opening my own NextHome office,” Lionel said. “I sat down with him and we had a really good conversation about which way the market was going, how technology was changing, and the way I envisioned things in the future. NextHome was already thinking about those things that were on my mind, and they had a plan. Eight years later, I am still thrilled to be a NextHome franchise owner.”

As Pedro and Lionel look to the future of NextHome Five Star, they are building a brokerage where clients have access to services tailored to their needs, led by industry icons.

“We are creating exceptional outcomes for all our clients through education and our industry experience,” Pedro said.

Pedro and Lionel’s commitment to community shines through in their volunteer work.

Lionel is the Past President of the National Association of Hispanic Real Estate Professionals® (NAHREP) North New Jersey Chapter. He has also built homes through Habitat for Humanity and collaborated with Fannie Mae on new home construction programs.

Pedro has used his expertise in mortgages and auditing to serve those in his community facing crisis. As a volunteer with Community Legal Services of Mid Florida. Pedro has worked alongside the non-profit to provide no-cost mortgage guidance to the most vulnerable in Central Florida, helping them protect their families, health, and livelihood.

Please join us as we congratulate Pedro and Lionel on the opening of NextHome Five Star in Orlando, Florida!

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 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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