



**Press Release**

**May 3rd, 2024**

**NextHome Equity Shield Opens in Sherman Oaks, California**

*Through the leadership of lifetime local Rashad Winston, NextHome Equity Shield offers unparalleled area insights and client-centered service.*

**Pleasanton, CA — May 3, 2024** — NextHome is proud to announce our newest addition to the franchise, **NextHome Equity Shield**, located in Sherman Oaks, California. The brokerage joins the growing NextHome franchise which currently has over 600 active office locations across the country.

Conveniently located in the San Fernando Valley, NextHome Equity Shield serves clients throughout Southern California. The brokerage offers expertise for the area’s diverse residential real estate needs including luxury, relocations, investment, and first-time homebuyers.

NextHome Equity Shield is owned by Rashad Winston, a Los Angeles-area native who has spent more than 19 years guiding and inspiring real estate clients in the San Fernando Valley. As a husband and father of four, he wakes up every day striving to be a source of pride for his family.

“Faith and family are my priorities, and those values guide the high level of real estate representation that I provide,” Rashad said. “All of my clients know that integrity and trust are hallmarks of the way I do business. Buying or selling a home can be financially life-changing. I protect the investment of my clients the same as I would for someone in my own family.”

During the housing crash that defined his formative years in real estate, Rashad developed unshakable grit, ingenuity, and determination. His experiences during difficult times gave him the skills necessary to build a thriving real estate business. Even in a recovering housing market, Rashad became one of the top five agents in sales production in his office and was named a ‘Rising Star’ while at KW because of his remarkable client service.

After 11 years of being in the industry and working with companies such as Century 21 and Keller Williams, Rashad decided to chase his dream by opening his own brokerage, Winston Group Realty in 2016.

“My amazing clients and sphere of influence trusted me with this decision, followed me on the adventure, and only continued to grow,” Rashad said. “In order to continue growing and more importantly better serve my loyal clients and sphere, I knew getting the backing of a strong partner was important.”

That’s when he discovered NextHome.

“NextHome offered an affordable way to achieve my goals as a brokerage owner. Through the exceptional tools and support, we have a way to better serve our clients and expand my vision into other markets.”

“Our brokerage offers a white glove service. Regardless of the price point, we give every client an exceptional level of service from beginning to end. Being represented by NextHome Equity



Shield means you're being represented by an agent who is well equipped with the right tools to provide you the best possible representation."

As NextHome Equity Shield continues to grow, Rashad is looking to partner with associates who share his vision and Humans Over Houses approach.

"We want agents who will be driven, knowledgeable, and put faith and family first," Rashad said. "NextHome Equity Shield is a home for agents who want support from a broker/owner who is genuinely invested in their success and is willing to roll up their sleeves and work right alongside them."

As a product of humble beginnings, Rashad is passionate about inspiring and helping his community. He shares his story in hopes of being an example to others and reminding them that it's not about where you begin, it's about where you're going.

One of the many ways Rashad serves his community is by being the head coach for the varsity girls basketball team at Ulysses S. Grant High School - his alma mater.

Please join us in congratulating Rashad on the opening of NextHome Equity Shield in Sherman Oaks, California!

***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 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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