



Press Release

May 31st, 2024

NextHome Legacy Opens in Newport Beach, California

Under the leadership of regional real estate experts James and Margaret Turco, clients have access to unparalleled market knowledge.

Pleasanton, CA — May 31, 2024 — NextHome is proud to announce our newest addition to the franchise, **NextHome Legacy**, headquartered in beautiful Newport Beach, California. The brokerage joins the growing NextHome franchise which currently has over 600 active office locations across the country.

NextHome Legacy offers clients an unparalleled depth of market knowledge and real estate experience led by dedicated professionals and driven by a *Client Focused – Results Driven™* approach to local real estate sales and consulting.

With an emphasis on the coastal Orange County market, NextHome Legacy serves clients in Newport Beach, Corona del Mar, Newport Coast, Laguna Beach, Irvine, Laguna Niguel, and adjacent cities. In the coming months, NextHome Legacy will deploy its strategy of opening several storefront brokerage locations throughout Orange County, a testament to NextHome Legacy's commitment to client convenience and exceptional service.

NextHome Legacy is owned by James and Margaret Turco who bring a wealth of experience and a proven track record of success in the Southern California real estate market. Immersed in luxury real estate as an owner, investor, advisor, commercial developer, business entrepreneur, and industry leader over more than 20 years, James brings to NextHome a broad spectrum of luxury experience and proven success in this highly competitive market.

Among his many achievements, James was part of a small hand-selected team of REALTORS® with First Team Estates, First Team's inaugural luxury division where he achieved early success in the Newport Beach luxury market. Subsequently, he joined legendary agents John McMonigle, Steve High, Evan Corkett, and marketing genius, Paula Wilhelm at Strada Properties in Newport Beach where he continued to build his luxury real estate sales resume.

Following Coldwell Banker's acquisition of Strada, James realized even greater success as a founding investor partner of luxury real estate brokerage Surterre Properties in Newport Beach. He joined Paula Wilhelm, Gary Legrand, and six other leading luxury agents to create what would become the largest luxury brokerage in Coastal Orange County with an eventual growth to over 230 agents, 30 staff, three offices, and over \$28.5 billion in sales.

In 2012, James, along with his wife and partner Margaret Cheng Turco, established a commercial real estate development, financing and advisory firm focused on acquiring, developing, and financing hospitality, retail, and senior care projects ranging from ground-up construction to renovation, financing, and acquisition in Southern California.



Looking to the future, James and Margaret wanted to double down on their commitment to Orange County real estate opportunities. That's when they discovered NextHome.

"I was looking for a company that was positioned for the future of real estate," James said. "With NextHome, I discovered a franchise that not only lives in the present but is also well structured for the future."

NextHome's established innovative approach to real estate, along with its Casan Collection luxury line, aligned with James and Margaret's vision for their business and their future.

NextHome Legacy is a brokerage built on the foundation of its four pillars of success: professionalism & responsibility, performance & tracking, training, and a technology focus. It's a strategy structured to provide the maximum return on investment to its REALTOR® Associates and their future "Legacy" while leveraging NextHome's industry-leading approaches to real estate alongside James and Margaret's combined 40+ years of market knowledge and over \$250 million transactions.

NextHome Legacy's core values of Teamwork, Commitment, Diversity and Family perfectly aligns with NextHome's, Humans over Houses philosophy. "In today's real estate environment, clients demand a real estate advisor that knows the local market and is current on the myriad of industry changes," James said. "At NextHome Legacy, clients are represented by a trained, professional Realtor every step of the way. After all, real estate is a business, we are the client's business advisor throughout their residential, commercial or investment transactions including local and international print and digital marketing and market analytics. We don't just sell real estate - we solve problems, find creative solutions, and help our clients achieve their goals."

Please join us in congratulating James and Margaret on the opening of NextHome Legacy in Newport Beach, California!

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 over 600 offices and nearly 6,000 members across the country. The company closed over 29,000 transactions in 2023 worth over \$10B in volume.



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