



Press Release

August 15th, 2025

NextHome Valor Realty Opens in San Antonio, Texas

Industry leader Deborah Coley brings heart, expertise, and a passion for mentorship that elevates both clients and agents.

Pleasanton, CA — August 15, 2025 — NextHome is proud to announce our newest addition to the franchise, **NextHome Valor Realty**, located in San Antonio, Texas. The brokerage joins the growing NextHome franchise that currently has more than 600 active office locations across the country.

NextHome Valor Realty stands apart in San Antonio real estate. The brokerage offers service defined by professionalism and three decades of expert insights into the local housing market.

NextHome Valor Realty proudly serves San Antonio and surrounding areas including Bexar, Comal, Guadalupe, Kendall, Wilson, and Medina Counties. This boutique brokerage offers personalized service for military relocation, first time home buying, new construction, custom builds, and all other types of residential real estate. NextHome Valor Realty is deeply dedicated to serving San Antonio's strong military community, providing both active duty military and veterans the care and guidance they deserve.

NextHome Valor Realty is owned by Deborah Coley. As a high-performing real estate professional, Deborah uses her decades of experience to train knowledgeable agents, and deliver personalized real estate transactions for every client.

Prior to real estate, Deborah worked in corporate America. Then, she started her own family business. That small business eventually expanded to multiple locations across several states—a testament to Deborah's leadership talents and relentless hard work.

"It's fair to say that experience sparked my entrepreneurial spirit," Deborah said.

After launching her real estate career in 1992, Deborah's unique combination of friendliness and professionalism built a reputation for excellence.

Over the past 30 years, Deborah has been recognized numerous times as a top producer. She has brokered hundreds of successful transactions across residential resale, new construction, military relocation, and investment properties.

Deborah's passion for lifting those around her led to roles as a managing broker and certified real estate instructor. Her work in real estate education helped to elevate professional standards not only in San Antonio, but industry-wide. Thanks to her guidance, numerous agents have launched their own rewarding real estate careers.

That passion for lifting others was the catalyst for opening her own NextHome franchise.

"I decided to open my own brokerage in 2025 to create a culture-driven environment focused on agent support, professional development, and client care," Deborah said. "Too many agents are



left without proper guidance and mentorship, and I wanted to build something that truly makes a difference—for both agents and the clients they serve.”

Deborah wanted a franchise model that aligned with her values and vision for a modern, tech-forward, human-centered brokerage.

“NextHome’s commitment to putting people first, forward-thinking branding, technology tools, and agent-centric support immediately stood out,” Deborah said. “NextHome felt like a natural fit with our mission to provide exceptional service and a collaborative culture.”

Today, NextHome Valor Realty is quickly gaining a reputation for emphasizing quality—attracting quality agents who provide unparalleled service.

“We aim to be the most trusted and respected boutique firm in our market, with a reputation for both excellence and heart,” Deborah said. “NextHome Valor Realty will stand out by offering hands-on broker support, personalized training and mentorship, and a culture of professionalism and service. We’re not chasing volume—we’re focused on building quality relationships, delivering exceptional experiences, and equipping our agents to succeed with integrity and confidence.”

NextHome was the perfect fit for Deborah both professionally and personally. Deborah is the proud owner of a Frenchie, just like the company mascot Luke. With roots in the Bay Area where NextHome is headquartered, it seemed to Deborah like the stars aligned.

Deborah’s commitment to real estate excellence extends to her volunteer roles on multiple professional committees at the local and state level. She is currently serving on the Professional Standards Committee and Education Committee, and has been actively involved in agent training and mentorship for over a decade.

Family and community are central to Deborah’s San Antonio lifestyle. She is the mother of five, a grandmother, and a dog lover. When she’s not working, Deborah enjoys traveling, cooking, exploring the Hill Country, and spending quality time with family and friends.

Please join us in congratulating Deborah on the opening of NextHome Valor Realty in San Antonio, Texas!

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 franchise in the country in owner satisfaction, the NextHome franchise has over 600 offices and 6,000+ members across the country. The company closed over 30,000 transactions in 2024 worth over \$11B in volume.

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