



Press Release

September 18th, 2026

NextHome Signature Coast Opens in West Palm Beach, Florida

Nearly 30 years of elite real estate experience provide a strong foundation for the newest NextHome franchised office

Pleasanton, CA — September 18, 2026— NextHome is proud to announce the opening of **NextHome Signature Coast** in West Palm Beach, Florida. Led by Founder and Managing Partner **Elisa McMahon**, the brokerage will serve Palm Beach County with a clear focus: elevate outcomes for clients and agents through disciplined excellence, ethical leadership, and intelligent execution.

Elisa brings 28 years of international property experience across Australia, the United Kingdom, and the United States, spanning luxury residential sales, development strategy, negotiation, team leadership, and business growth. Her career includes more than \$635 million in residential development campaigns, a \$22 million residential portfolio transaction, and sales and negotiation systems that helped double business revenue within 12 months. She holds a Bachelor of Business with an emphasis in marketing and has completed the Negotiation and Leadership program through Harvard Law School.

“NextHome Signature Coast is being built around a simple standard: results are earned through preparation, professionalism, and disciplined execution,” Elisa said. “Clients deserve clear advice, strategic pricing, strong negotiation, and consistent communication. Agents deserve clear expectations, real support and an environment that helps them continue to master their craft.”

For clients, NextHome Signature Coast will lead with strategy rather than pressure, data-driven pricing, precise negotiation, and transparent communication. The goal is a real estate experience defined by confidence, clarity, and measurable outcomes while protecting each client’s position and long-term trust.

The same standards will guide agent growth. Rather than focusing on headcount, NextHome Signature Coast plans to intentionally attract and develop capable, coachable professionals who value accountability, reputation, and long-term performance. Agents will be supported by structured systems, skill development, and leadership grounded in real-world results.

Elisa said NextHome was a natural franchise partner because of its leadership, technology, marketing, training, and “Humans Over Houses” philosophy. “NextHome gives us the infrastructure to build with high standards without losing sight of the client experience,” she said.

NextHome Signature Coast’s long-term vision is equally intentional: to become one of Palm Beach County’s most respected and performance-driven real estate companies, expanding only as its culture, leadership, and systems are strong enough to support consistent standards.



Please join us in congratulating Elisa McMahon on the opening of NextHome Signature Coast in West Palm Beach, Florida!

Interested in being a part of the NextHome Real Estate Franchise? Contact 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 nearly 600 offices and 5,500+ members across the country. The company closed over 30,000 transactions in 2025 worth over \$11B in volume.

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