



Dear Agents:

My name is Andy Newman and I am the broker/owner of NextHome Today. I am extremely excited to be part of the fastest growing real estate company in the country.

I owned and operated my own multi-office real estate firm for many years and sold my firm to one of the "big box" realty firms several years ago. I thought the internet would crush the real estate brokerage business like it crushed travel agencies, big box electronics and book stores, and traditional stockbrokers. I had no plans to get back into the real estate business.

To my surprise the real estate industry survived. Certainly the industry has changed dramatically, and certainly real estate customers do much of their initial research on the internet but the real estate agent continues to thrive due to the complexity of the real estate transaction.

I started thinking about returning to the real estate business but not unless I found an exceptional "value proposition" for the agent. I did my research and found the same old cookie-cutter franchises with the same tools, marketing, and high fees - the same old franchises with their ancient and outdated marketing and branding. I was looking for something new, fresh, and unique. I was hoping to find a firm that would appeal to younger and older generations alike.

I didn't want to be like the so-called online 100% firms that take on hundreds of agents and provide little to those agents. I wanted a franchise that truly provided significant value to all its associates. That's when I found NextHome.

From the moment I read their name I was intrigued. At their website I saw clean design, pronounced branding, and incredible technology, tools, and systems for the agent. I immediately recognized the value NextHome offered its franchisees, agents and associates. Now, I would have a unique value proposition to offer my agents. A complete set of services including client-centric marketing, training, and comprehensive technology in a single platform to access a network of services, tools, and automated systems.

I am so proud that NextHome invited me to be their first franchisee in my home area of Palm Beach, Broward, and Miami-Dade Counties. I know you will see the value NextHome Today offers its agents and join us as we grow into the premier real estate company in South Florida

Respectfully yours,

Andy Newman

Broker/Owner,
NextHome Today