

For Immediate Release

# AdWerx Partners With NextHome™

## Progressive real estate franchise powers up offering with digital advertising

**DURHAM, N.C. and PLEASANTON, CA — May 6, 2015 —** AdWerx and NextHome™ announce a partnership that provides it's brokers and agents for both their brands, NextHome and Realty World Northern CA & NV, with localized, digital advertising that is affordable, effective and brilliantly simple. With the shifting real estate industry, both companies are committed to offering relevant solutions to help build successful brands in a digital world.

This partnership aims to provide agents with the latest and most relevant tools to effectively market in a digital world and further bolsters NextHome's commitment to be a one-stop franchise. Together NextHome gives agents a presence online that was primarily available to big business, and compliments already existing forms of advertising, rounding out a comprehensive marketing strategy.

"NextHome represents the next generation in real estate," said Jed Carlson, chief executive officer at AdWerx. "With an eye towards relevancy, design, and customer experience, this forward-focused company offers a new flavor to the industry."

"In today's real estate world, traditional print advertising doesn't capture the consumer's attention that it once did," said NextHome CEO, James Dwiggin. "Today's real estate consumer is online, which means that our agents' marketing efforts should be as well. With over 95% of homebuyers using the Internet to begin their home search, we know to create value for our agents, we need to think differently. With over 120 million monthly unique visitors to online real estate search portals, our partnership with Adwerx creates huge value for our associates when reaching out to potential buyers and sellers - many of whom are just starting to think about their real estate purchase or sale. "

"Retargeted marketing is the future of online advertising. We are excited about working with a forward-thinking company that understands what's needed to stand out in the crowded world of real estate marketing," adds Dwiggin.

### **About NextHome**

NextHome, Inc. is an independently owned company with a focus on changing the way consumers work with local agents and shop for real estate online. It owns the NextHome and Realty World Northern California & Northern Nevada franchise networks with over 180 offices and more than 900 agents. The

company closes over 5000 transactions annually worth over \$2B in volume.

**About AdWerx**

One of the fastest growing companies in the Southeast, AdWerx has served over 15,000 real estate customers across 50 states. Comprised of a team of savvy marketers, experienced software developers, and advertising veterans who are bound together by the simple belief that online marketing should work for everyone. AdWerx provides local, online advertising that is highly targeted, easy to use and affordable. For more information, visit [www.adwerx.com](http://www.adwerx.com).

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