

Compare The Numbers



PRODUCTS & SERVICES	NEXTHOME	BEING INDEPENDENT
National Listing Syndication & Traffic Reports	✓	\$948 and up annually
DocuSign Transaction Management & eSignature	✓	\$480 and up annually
Property & Agent Promotion Design Center	✓	\$1,320 and up annually
Customer Relationship Management (CRM)	✓	\$828 and up annually
Email Marketing System	✓	\$240 and up annually
Listing CMA & Buyer Presentation Builder	✓	\$1,788 and up annually
Buyer & Seller Leads	✓	*Up to a 25% referral fee per lead
Office & Agent Website Design & Hosting	✓	\$2,587 and up annually
Single Property Websites	✓	\$288 and up annually
Virtual Tours	✓	\$299 and up annually
Broker & Agent Training	✓	\$2,868 and up annually
National Open House Syndication	✓	Most companies don't offer this
Text Message & Custom Mobile Search App	✓	\$5,940 annually
Office & Agent Collateral Branding Center	✓	Not offered to individual brokers
Studeo - Digital Storytelling Platform	✓	\$6,000 annually
Updater – Relocation & Address Changing System	✓	\$575 annually
Reach150 – Unlimited Recommendations & Referrals	✓	\$360 annually
SmartZip – SmartTargeting for Your Sphere	✓	\$480 and up annually
Spacio – Open House Solution	✓	\$1,740 and up annually
Single Sign On Integration	✓	Most companies don't offer this
Total Yearly Costs	\$3,820	\$36,741

*NextHome total yearly costs are based on a one-year franchise agreement fees. "Independent" yearly costs are based on average industry pricing for comparable products and services subject to change at any time and are not guaranteed. "Independent" buyer and seller lead costs are calculated using four closed transactions provided by the lead source with an average list price of \$400,000, a 2.5% commission per side and a 25% referral fee.