

# GEOFF PRICHARD

## WITH NEXT WAVE TITLE

**Trusted Expertise** WRITTEN BY DAVE DANIELSON • WRITTEN BY MAGDA HERNANDEZ

*When you meet Geoff Prichard, you immediately sense his energy — the kind that fills a room with optimism and drive. As a Business Development Officer with Next Wave Title, Geoff brings more than two decades of experience in the title insurance industry, but it's his passion for people that truly sets him apart. "Every closing represents more than just a transaction," he says. "It's the culmination of a dream, whether for a first-time homebuyer or a seasoned investor."*

### A Career Built on Family Foundations

Geoff's path into title insurance began, quite literally, at home. After earning his Bachelor of Arts in Advertising from Michigan State University, he found himself navigating an uncertain job market in the wake of 9/11. With advertising agencies scaling back, he turned to his mother and aunt — both owners of a title company in Michigan — for a temporary role that quickly became a lifelong calling.

"It was supposed to be short-term," Geoff recalls with a laugh. "But once I got in, I realized how much I loved the business side of real estate — the people, the problem-solving, and the satisfaction of helping clients cross the finish line."

Since that first introduction in 2001, Geoff has worked his way through nearly every role in the title industry — from processing and closing to management — even running his own offices in Michigan before relocating to South Florida to "warm up" and embrace new opportunities.

### Finding a Home with Next Wave Title

In October 2024, Geoff joined Next Wave Title, an attorney-owned firm headed by Nick Ritornato that's quickly becoming a major player in the South Florida market. "Their ownership team is fully committed to making Next Wave the premier title agency in the area," he says. "That kind of commitment inspired me to be part of the team."

At Next Wave, Geoff thrives in an environment that emphasizes accessibility, communication, and genuine partnership. "We don't close our doors at five o'clock and disappear for the weekend," he explains. "We're available 24/7 because our clients' needs don't stop on Friday evening."

That dedication to service is matched by a company culture that values both professionalism and fun. "When clients come to our office for closings, we want them to enjoy the experience," Geoff says. "We've even created what we call a 'cast tube' — a big screen setup that makes each closing a celebration. It's about making the process memorable, not stressful."



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### Standing Out Through Service and Innovation

For Geoff, the key to success is simple: communication and creativity. He's known for going above and beyond — whether it's showing up for clients' open houses, organizing networking events, or building their social media presence to help them attract new business.

“I used to hate social media,” he admits with a grin. “But now it's one of my favorite parts of what I do. I help my clients create content, grow their brand, and connect with their audience. If I can help them sell more homes or find new buyers, that's a win for everyone.”

Geoff believes that kind of proactive partnership is what makes Next Wave Title stand out. “We're not just processing paperwork,” he says. “We're helping our clients succeed. When they win, we win.”

### Overcoming Challenges and Moving Forward

Like many professionals, Geoff faced his share of obstacles — most notably during the early days of the COVID-19 pandemic. “I had just agreed to start a title agency in Lake Worth in March of 2020,” he says. “Then everything shut down.”

The delays and uncertainty could have been discouraging, but Geoff took it as an opportunity to adapt. “It taught me how to be flexible, how to lead through change, and how to find creative solutions under pressure,” he says. “Those lessons made me a stronger professional and a better partner for my clients.”

### Inspired by Relationships and Results

At his core, Geoff is driven by connection. “Relationships and results — that's what inspires me,” he says. “Seeing the impact of what we do, whether it's a young family getting keys to their first home or an agent closing a career-defining deal, that's what keeps me motivated.”

He applies that same motivation to personal growth, using daily goal-setting

rituals to stay focused. “Every morning, I review my goals — personal and professional — and ask myself, ‘What's one thing I can do today that moves me closer?’” he says. “It's about progress, not perfection.”

### Beyond the Office

When he's not at work, Geoff enjoys life by the water — boating, relaxing, or cheering on his favorite teams: the Michigan State Spartans and Detroit's Lions, Tigers, and Red Wings. But his proudest moments are reserved for his two children — his son, a graduate of Louisiana State University, and his daughter, a junior at the University of Kentucky. “Being their dad is my greatest achievement,” he says. “Everything I do is about setting an example for their success.”

Geoff also gives back to the community through charitable efforts, supporting organizations like Little Smiles of South Florida and working alongside TD1 of Southeast Florida to grow fundraising initiatives. “Helping others is part of who I am,” he says. “Whether it's clients, colleagues, or causes — I want to make a difference.”

### Looking Ahead

With nearly 25 years in the industry, Geoff is far from slowing down. Over the next decade, he envisions himself continuing to expand Next Wave Title's footprint and becoming a trusted voice in the Florida real estate community. “I want to help modernize the title industry, build stronger relationships, and mentor the next generation,” he says.

At the end of the day, Geoff's purpose remains rooted in one simple belief: helping people. “What matters most to me is trust, relationships, and making sure clients feel supported,” he says. “A closing might only last an hour, but the trust we build lasts a lifetime.”

### Contact Next Wave Title Today!

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