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HomeServices

NEWS RELEASE



18500 Von Karman Avenue, Suite 400
Irvine, CA 92612

FOR IMMEDIATE RELEASE

Prudential California Realty Joins Berkshire Hathaway HomeServices Real Estate Brokerage Network

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Bay Area brokerage to operate as Berkshire Hathaway HomeServices California Realty

SAN BRUNO, CA (Dec. 9, 2014) – Berkshire Hathaway HomeServices, part of the HSF Affiliates LLC family of real estate brokerage franchise networks, today announced that Prudential California Realty has transitioned to the brand and is operating as Berkshire Hathaway HomeServices California Realty.

The brokerage, which is locally owned and operated, adds to a growing roster of affiliates that has joined the network since September 2013. Berkshire Hathaway HomeServices now counts 34,223 agents and 1,056 offices in 47 states.

“We are honored to join Berkshire Hathaway HomeServices, a brand inspired by Berkshire Hathaway Inc., one of the world’s most trusted and respected corporations,” said Broker/Owner Larry Franzella. “Our agents are excited for the marketing opportunities of our new brand and we embrace the responsibilities of representing Berkshire Hathaway HomeServices.”

Franzella said Berkshire Hathaway HomeServices is an ideal fit for his brokerage. The brand reflects Berkshire Hathaway’s values of trust, integrity, stability and longevity, qualities his agents uphold every day. As important, “The network is fresh and exciting – not part of the old guard in real estate – and we’re looking forward to a terrific future as one of its affiliates.”

California Realty agents gain access to Berkshire Hathaway HomeServices’ Global Network Platform – a robust suite of real estate tools and resources – plus professional education, business consultation, marketing support and the exclusive Luxury Collection program for high-end listings. “The Global Network Platform will help extend the efficiency and reach of our agents,” Franzella said. “This means even better service for our homebuyers and sellers.”

Gino Blefari, HSF Affiliates incoming CEO, welcomed California Realty. “Larry Franzella and his brokerage represent quality in Bay Area real estate,” he said. “We’re pleased they are going forward with us at Berkshire Hathaway HomeServices.”

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California Realty commemorated its brand transition Dec. 8 with a combined holiday party and celebration, and today is marking the occasion with a ribbon-cutting ceremony at its San Bruno office. The brokerage's Cabernet and Cream yard signs are now appearing in the marketplace.

About Berkshire Hathaway HomeServices California Realty

California Realty, located in San Bruno, CA, has served the Bay Area for more than 50 years. The company boasts a highly trained sales force and a management team with more than 100 years of combined experience. Visit www.bhhscalreal.com.

About Berkshire Hathaway HomeServices

Berkshire Hathaway HomeServices, based in Irvine, CA, is a real estate brokerage network built for a new era in residential real estate. The network, among the few organizations entrusted to use the world-renowned Berkshire Hathaway name, brings to the real estate market a definitive mark of trust, integrity, stability and longevity. Berkshire Hathaway HomeServices in early 2014 was named "Real Estate Agency Brand of the Year" by consumers in the 26th annual Harris Poll EquiTrend® study of the largest real estate networks. Visit www.berkshirehathawayhs.com.

Irvine, CA-based HSF Affiliates LLC operates the Berkshire Hathaway HomeServices, Prudential Real Estate and Real Living Real Estate franchise networks. The company is a joint venture of which HomeServices of America, Inc., the nation's second-largest, full-service residential brokerage firm, is a majority owner. HomeServices of America is an affiliate of world-renowned Berkshire Hathaway Inc.

Berkshire Hathaway HomeServices received the highest numerical Equity Score among real estate brands included in the 2014 Harris Poll EquiTrend® Study. Visit www.berkshirehathawayhs.com for details.

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Media Contacts:

Kevin Ostler
(949) 794-7980
kevinostler@hsfranchise.com

Marisa Mulqueen
(212) 704-8112
marisa.mulqueen@edelman.com

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