



**BERKSHIRE
HATHAWAY**
HomeServices

NEWS RELEASE



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FOR IMMEDIATE RELEASE

Bishop Hawk Realty Joins Berkshire Hathaway HomeServices Real Estate Brokerage Network

Pismo Beach-based brokerage now operates as Berkshire Hathaway HomeServices California Properties

PISMO BEACH/SANTA MARIA, CA (Dec. 18, 2014) – Berkshire Hathaway HomeServices, part of the HSF Affiliates LLC family of real estate brokerage franchise networks, today announced that Bishop Hawk Realty has joined the network operating as Berkshire Hathaway HomeServices California Properties.

The full-service brokerage, founded in 2007, is the first company from outside Prudential Real Estate to affiliate with Berkshire Hathaway HomeServices. The latter now counts 34,548 agents and 1,075 offices since its launch in September 2013.

“We are thrilled to join Berkshire Hathaway HomeServices, a brand whose namesake is the world-renowned Berkshire Hathaway Inc.,” said Broker/Owner Bryan Friedman. “Our new brand is prestigious and represents strength, integrity, stability and longevity. It gives us even more distinction in Santa Barbara and San Louis Obispo counties.”

Concurrently, Friedman announced the acquisition of a Santa Maria brokerage office already operating as part of Berkshire Hathaway HomeServices. The office, formerly owned by San Diego-based California Properties, doubles Friedman’s agent count to more than 40 and gives him two strong teams. It’s the first step in Friedman’s strategic growth campaign. “From Pismo Beach and Santa Maria we can ably serve both counties with an ideal amount of overlap,” Friedman explained. “The cooperation and synergy among our offices will help us be our best for homebuyers and sellers.”

Pat O’Brien, Santa Maria branch manager, said her team brings to the company experience and knowledge of Berkshire Hathaway HomeServices’ tools and resources. “Most of our group has been together at least 10 years,” she explained. “We’re excited about our future.”

With their transition, California Properties 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. Resources include powerful lead generation, a handy mobile app and other tools driven by the most accurate real estate information available.

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Gino Blefari, incoming CEO of HSF Affiliates, welcomed Friedman and his team to Berkshire Hathaway HomeServices. "California Properties is the local-market expert in Pismo Beach and Santa Maria," he said. "We're pleased they've joined our network."

About Berkshire Hathaway HomeServices California Properties

California Properties serves Santa Barbara and San Louis Obispo counties with offices in Santa Maria and Pismo Beach. Visit www.bhscalif.com.

About Berkshire Hathaway HomeServices

Berkshire Hathaway HomeServices, based in Irvine, CA, is a brand-new 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 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. It was also named "Startup of the Year" among all U.S. industries at the 2014 American Business Awards. Visit www.berkshirehathawayhs.com.

Irvine, CA-based HSF Affiliates LLC operates 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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