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HomeServices

NEWS RELEASE



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FOR IMMEDIATE RELEASE

Prudential Canyon Lake Realty Joins Berkshire Hathaway HomeServices Real Estate Brokerage Network

Inland Empire brokerage leader launches new chapter as Berkshire Hathaway HomeServices California Properties

Canyon Lake, CA (Dec. 19, 2013) – Berkshire Hathaway HomeServices, the new real estate brokerage network operated by HSF Affiliates LLC, today announced that Prudential Canyon Lake Realty has joined the network and now operates as Berkshire Hathaway HomeServices California Properties. The brokerage, a leader in the Inland Empire real estate market, is the next in a growing roster of affiliates that have launched in Colorado, Connecticut, Florida, Georgia, Iowa, Kentucky, Missouri, Nebraska, North Carolina, Oregon, Pennsylvania, Tennessee, Texas, West Virginia and Washington.

“We are excited to start our next chapter as part of the Berkshire Hathaway HomeServices brand,” said Paula Clark, broker/owner of Berkshire Hathaway HomeServices California Properties. “We love that the brand is inspired by the world’s most respected company, Berkshire Hathaway Inc. And all of us at the brokerage look forward to growing our business and leveraging the new and innovative services provided by Berkshire Hathaway HomeServices.”

Clark, Co-owner Steve Sellers and Mike Irvin, president of the Canyon Lake Chamber of Commerce, introduced the new brand and “Cabernet & Cream” signage today at a ribbon-cutting ceremony in Canyon Lake. They discussed the impact of the new brand on the local real estate market and how California Properties agents will benefit. “The brand will be a game-changer in our marketplace,” said Sellers.

Earl Lee, CEO of HSF Affiliates, welcomed Clark and her team to the Berkshire Hathaway HomeServices brand. “For over 20 years, Canyon Lake Realty has established itself as a frontrunner in the local real estate market,” Lee said. “We are proud to have the brokerage as part of our network and representing the Berkshire Hathaway HomeServices brand in the Inland Empire.”

As part of the transition, Berkshire Hathaway HomeServices California Properties also gains access to a robust real estate technology platform, ongoing business consultation, professional education, marketing support and more.

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Berkshire Hathaway HomeServices California Properties' new "Cabernet and Cream" yard signs will begin appearing throughout the greater Canyon Lake area starting today.

About Berkshire Hathaway HomeServices California Properties

Established in 1990, Berkshire Hathaway HomeServices California Properties is a full-service brokerage serving Canyon Lake, Menifee, Murrieta, Lake Elsinore, Temecula and surrounding areas. Visit www.canyonlakerealty.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.

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.

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