

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

#GoodToKnow

San Francisco brokerage now operates as Berkshire Hathaway HomeServices California Realty

SAN FRANCISCO, CA (Jan. 27, 2015) – Berkshire Hathaway HomeServices, part of the HSF Affiliates LLC family of real estate brokerage franchise networks, today announced that Prudential California Realty has joined the network operating as Berkshire Hathaway HomeServices California Realty.

The full-service real estate agency, founded in 1975, joins a brokerage network that has grown to nearly 35,000 agents and 1,100 offices in 47 states since the network launched in September 2013. Berkshire Hathaway HomeServices during the past year was named 2014 “Real Estate Agency Brand of the Year” by consumers in the 26th annual Harris Poll EquiTrend® study and “Startup of the Year” among all U.S. industries at the 2014 American Business Awards.

“My primary job is to help my agents succeed,” said Broker/Owner Sam Cadelinia. “Joining Berkshire Hathaway HomeServices – a network whose namesake is Warren Buffett’s Berkshire Hathaway Inc., checks that box completely. The brand is fresh, intelligent and designed for a new era in real estate. We’re excited for our future as a member of this network.”

Cadelinia said Berkshire Hathaway HomeServices will appeal to a wide array of real estate consumers, from entry-level homebuyers to owners of the Bay Area’s most exclusive properties. “Our brand already enjoys a sizeable presence in San Francisco with several affiliates operating throughout the Bay Area,” he says. “People are excited about Berkshire Hathaway HomeServices and are looking for our Cabernet and White yard signs.”

Real estate professionals are also intrigued by the brand, Cadelinia added. “Recruiting suddenly became easier with our brand announcement and we’ve already hired new agents. Agents clearly understand the marketing potential of our new brand and are eager to represent it locally.”

With the transition, California Realty agents gain access to Berkshire Hathaway HomeServices’ Global Network Platform – a suite of online tools, applications and services – plus ongoing business consultation, professional education and marketing support. Resources include powerful lead generation, a handy mobile app and other tools driven by the most accurate real estate data available. “The Global Network Platform will help us become more efficient and effective for our clients,” Cadelinia explained. “We can’t wait to begin using our new tools.”

--more--

Gino Blefari, CEO of HSF Affiliates, welcomed California Realty to the network. "Sam Cadelinia and his company have earned a terrific reputation along the San Francisco peninsula," he said. "We applaud their transition to Berkshire Hathaway HomeServices."

About Berkshire Hathaway HomeServices California Realty

California Realty is a full-service real estate brokerage serving San Francisco's southwest peninsula. Visit www.californiarealtsf.com for details.

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 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.

Prudential, the Prudential logo and the Rock symbol are service marks of Prudential Financial, Inc. and its related entities, and are used under license with no other affiliation with Prudential.

Media Contacts:

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

Marisa Pincas
(212) 704-8112
marisa.pincas@edelman.com