



**BERKSHIRE  
HATHAWAY**  
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**

*Northern and Central California brokerage leader is now operating as Berkshire Hathaway HomeServices Drysdale Properties*

**SAN RAMON, CA (Dec. 10, 2014)** – 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 Drysdale Properties.

The full-service agency is one of California’s largest, female-owned real estate brokerages. It was a perennial Top 50 company in the Prudential Real Estate network and last year generated more than \$2 billion in sales volume on 4,000+ closed units.

Berkshire Hathaway HomeServices has grown rapidly since its launch 15 months ago, and now counts 34,223 agents and 1,056 offices operating in 47 states. The network in its first 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.

“Berkshire Hathaway HomeServices is the most compelling brand opportunity in real estate, representing quality and innovation, but also core values of trust, integrity, stability and longevity,” said Gretchen Pearson, president of Berkshire Hathaway HomeServices Drysdale Properties. “Our brokerage is always growing and we view this transition as an important next step in our progress.”

Pearson said the brand, whose namesake is Warren Buffett’s Berkshire Hathaway Inc., will help her company attract clients and recruit. “Real estate consumers are now looking for Berkshire Hathaway HomeServices’ Cabernet and Cream yard signs as symbols of expertise and sound guidance,” she explained. “Agents who want to advance their business should look no farther than Berkshire Hathaway HomeServices Drysdale Properties.”

Technology remains a key differentiator at her brokerage, Pearson added. With their transition, Drysdale Properties agents gain access to Berkshire Hathaway HomeServices’ powerful 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 cleanest, most accurate real estate data available. “Our main concern is providing the best possible service for our clients,” said Pearson. “The Global Network Platform, combined with many other programs and resources at our company, will help keep our

--more--

## 2-2-2

agents at the forefront of service and innovation.”

Drysdale Properties will commemorate its brand transition over the next several weeks with agent events at each of its 29 offices. The brokerage’s new yard signs will begin appearing Dec. 16 throughout the marketplace.

Stephen Phillips, president of Berkshire Hathaway HomeServices, applauded Drysdale Properties’ transition. “Gretchen and her team are so well respected for their professionalism and expertise,” he said. “We’re elated to welcome Drysdale Properties to our network.”

### **About Berkshire Hathaway HomeServices Drysdale Properties**

Berkshire Hathaway HomeServices Drysdale Properties is a Northern and Central California real estate brokerage with 29 residential and commercial offices located throughout the Bay Area, East Bay, North Bay, Greater Sacramento and the Central Valley region. The brokerage is dedicated to helping home buyers and sellers make informed real estate decisions, and making the process more positive and rewarding. Visit [www.bhhsdrysdale.com](http://www.bhhsdrysdale.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 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](http://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](http://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](mailto:kevinostler@hsfranchise.com)

Marisa Mulqueen

(212) 704-8112

[marisa.mulqueen@edelman.com](mailto:marisa.mulqueen@edelman.com)