

**FOR IMMEDIATE RELEASE**

## **Prudential California Realty Franciscan Properties Joins Berkshire Hathaway HomeServices Real Estate Brokerage Network**

*San Francisco brokerage to operate as Berkshire Hathaway HomeServices Franciscan Properties*

**SAN FRANCISCO, CA (July 31, 2014)** – Berkshire Hathaway HomeServices, the real estate brokerage network operated by HSF Affiliates LLC, today announced that Prudential California Realty Franciscan Properties has joined the network and is operating as Berkshire Hathaway HomeServices Franciscan Properties.

The full-service brokerage joins a rapidly growing network whose namesake is Berkshire Hathaway Inc., one of the world’s most trusted and respected corporations. Berkshire Hathaway HomeServices now counts more than 31,000 agents and 919 offices operating in 46 states since its launch last September.

“Brand is so important in real estate,” said Managing Broker/Owner Steve Spears, “and we’re now aligned with the most compelling brand to come along in our business. Berkshire Hathaway HomeServices is built on Berkshire Hathaway’s core values of trust, integrity, stability and longevity – qualities we insist on for our brokerage. We’re proud to bring the brand to our San Francisco markets.”

Judy Spears, Franciscan Properties co-owner and chief financial officer, said Berkshire Hathaway HomeServices will appeal to the region’s disparate consumers and to top real estate agents who want to advance their businesses. “Our clients will understand that Berkshire Hathaway HomeServices stands for quality service, professionalism and forward thinking,” she explained. “We believe sales professionals will want to represent Berkshire Hathaway HomeServices as the name carries weight – it’s a true ‘door-opener.’”

With their transition, brokerage 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. New tools and resources will extend the reach and efficiency of Franciscan Properties agents, said Kelley Broderick, vice president and sales manager. “It’s an exciting new era for our company,” she said. “We are shaking things up in San Francisco real estate.”

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Earl Lee, CEO of HSF Affiliates, welcomed Franciscan Properties to the network. “Steve Spears, Judy Spears and their team give our network strong representation in San Francisco,” he said. “It will be great watching this fine company grow and prosper in the years ahead.”

### **About Berkshire Hathaway HomeServices Franciscan Properties**

Franciscan Properties, founded in 1978, is a full-service real estate brokerage serving San Francisco. While locally owned and managed company with deep roots in San Francisco, its affiliation with Berkshire Hathaway HomeServices offers unparalleled national exposure for its listings. The brokerage is also an exemplary corporate citizen with significant time and resources contributed to non-profit organizations and charitable benefactors. Visit [www.bhhsfranciscan.com](http://www.bhhsfranciscan.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.

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