



**BERKSHIRE  
HATHAWAY**  
HomeServices

# NEWS RELEASE



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**FOR IMMEDIATE RELEASE**

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

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*Yuba City brokerage leader to operate as Berkshire Hathaway HomeServices Heritage, REALTORS®*

**YUBA CITY, CA (Sept. 23, 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 and is now operating as Berkshire Hathaway HomeServices Heritage, REALTORS®.

The independently owned brokerage joins a growing list of companies that has transitioned to Berkshire Hathaway HomeServices since the brand launched exactly one year ago today. The network now counts 33,306 agents and 1,014 offices operating in 47 states.

“We are elated to join Berkshire Hathaway HomeServices, a brand inspired by Warren Buffett’s Berkshire Hathaway Inc.,” said Broker/Owner Sheila Messick. “We consider this the branding opportunity of a lifetime and we’re more than ready to begin a new era of growth and real estate innovation.”

Heritage, REALTORS®, which has served Yuba City and surrounding communities since the mid-’70s, is known for its exemplary customer care and corporate citizenship. Messick said the brokerage proudly carries forward its traditions – its “heritage,” hence the new name – with Berkshire Hathaway HomeServices. “We are the same great company, simply taking business to a whole new level,” she explained. “We expect to redefine local real estate and in the process bring significant advantages to our agents and clients.”

Broker/Owner Jim Dusa said real estate consumers will look for Berkshire Hathaway HomeServices’ “Cabernet and Cream” yard signs as symbols of quality service, innovation and integrity. Likewise, the region’s top sales professionals will want to represent a brand carrying the world-renowned Berkshire Hathaway name. In fact, the brokerage has added six new agents since it announced its intentions to join Berkshire Hathaway HomeServices several weeks ago. “This brand is a true door-opener,” Dusa said. “It adds a powerful new dimension to the real estate industry.”

With their transition, Heritage, REALTORS® agents gain access to the Global Network Platform,

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Berkshire Hathaway HomeServices' powerful suite of real estate tools and resources – plus ongoing professional education, business consultation and the exclusive Luxury Collection program for high-end listings. “Our tech-savvy agents now have the industry’s finest tools and resources, powered by the cleanest and most accurate real estate information,” said Broker/Business Manager Brad Abruzzini. “This is the best news for our clients.”

Heritage, REALTORS® will commemorate its brand transition today with a celebration for agents, followed Sept. 27 with a ribbon-cutting ceremony attended by state and local officials and other dignitaries. Its new yard signs are now appearing throughout the marketplace.

### **About Berkshire Hathaway HomeServices Heritage, REALTORS®**

Heritage, REALTORS®, a full-service real estate agency, has served Yuba City and the Gold Rush country since the mid-'70s. Visit [www.bhshheritagerealtors.com](http://www.bhshheritagerealtors.com) for details.

### **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 the 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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