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HomeServices

NEWS RELEASE



18500 Von Karman Avenue, Suite 400
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FOR IMMEDIATE RELEASE

Real Time Realty Joins the Berkshire Hathaway HomeServices Real Estate Brokerage Network

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*Salinas-based independent brokerage now operates as
Berkshire Hathaway HomeServices Real Time Realty*

SALINAS, CA (Nov. 1, 2016) – Berkshire Hathaway HomeServices, part of the HSF Affiliates LLC family of real estate brokerage franchise networks, today announced that independent brokerage Real Time Realty has joined the network and is operating as Berkshire Hathaway HomeServices Real Time Realty.

The brokerage, founded in 2007, operates with five offices serving Monterey, Santa Clara, Santa Cruz and San Benito counties. Berkshire Hathaway HomeServices is America’s fastest-growing real estate brokerage network with 42,300 agents and 1,230 offices admitted to the brand since its founding in September 2013.

“Our brokerage is growing and the time became right to join a brokerage network that would provide us with an international marketing presence and innovative resources, services and tools,” said Sigifredo (Sig) Ponce, brokerage owner. “Berkshire Hathaway HomeServices gives us a powerful brand – the network’s namesake is the world-renowned Berkshire Hathaway Inc. – plus an impressive list of resources to help us be our very best.”

Brokerage Owner Adoracion (Doris) Lopez said the brand will appeal to the broadest range of real estate consumers, from first-time buyers to those seeking the top-end properties. “We believe Berkshire Hathaway HomeServices will help us gain market share, particularly among higher-end homes,” she explained. “The brand is fresh, intelligent and trusted – people are looking for Berkshire Hathaway HomeServices yard signs as symbols of quality service.”

With their transition, Real Time Realty agents gain access to Berkshire Hathaway HomeServices’ Global Network Platform, a powerful tool suite focusing on lead generation, marketing support, social media, video production/distribution and more. Beyond technology, the brand provides national and international marketing support, professional education and the exclusive Luxury Collection for high-end listings.

“As brokerage owners, our mission is to provide our agents with the very best to help them serve

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clients and succeed,” said Ponce. “We’re proud to bring the Berkshire Hathaway HomeServices brand to our agents and to the marketplace.”

Gino Blefari, Berkshire Hathaway HomeServices CEO, applauded Real Time Realty’s transition to the network. “We welcome Sig, Doris and their Real Time Realty team to our brand. The brokerage is respected throughout the region for its expertise and customer care, and it will be a terrific ambassador of Berkshire Hathaway HomeServices.”

Real Time Realty will commemorate its brand transition today a ribbon-cutting ceremony and celebration in conjunction with the Monterey and Salinas chambers of commerce. The event will take place from 5 p.m. to 7 p.m. at the Embassy Suites by Hilton Monterey Bay, 1441 Canyon Del Rey Blvd., Seaside.

The brokerage’s new Cabernet and Cream-colored yard signs are now appearing in the marketplace.

About Berkshire Hathaway HomeServices Real Time Realty

Real Time Realty is a full-service real estate services company serving Monterey, Santa Clara, Santa Cruz and San Benito counties. The brokerage motto is “With great service is how we succeed.” Visit www.bhhsrtr.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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