



**BERKSHIRE
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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

Guerneville-based brokerage now operating as Berkshire Hathaway HomeServices Sonoma County Properties

GUERNEVILLE, CA (April 3, 2014) – Berkshire Hathaway HomeServices, the new real estate brokerage network operated by HSF Affiliates LLC, announced that Prudential California Realty has joined the brand and is operating as Berkshire Hathaway Home Services Sonoma County Properties. The brokerage joins a growing roster of affiliates that have transitioned to the network since September. Berkshire Hathaway HomeServices now is comprised of over 27,000 agents and 700 offices in 37 states.

“The transition to Berkshire Hathaway HomeServices has already generated a great amount of excitement for our company,” said Debra Johnson, broker/owner of Berkshire Hathaway HomeServices Sonoma County Properties. “This brand is inspired by the world’s most trusted corporation – Berkshire Hathaway Inc. – and, combined with a suite of new resources, our agents are eager to hit the ground running under our new banner.”

With the transition, Sonoma County Properties’ associates gain access to Berkshire Hathaway HomeServices’ ongoing business consultation, professional education, marketing support and robust real estate technology platform – the Global Network Platform. Johnson sees these resources as a way to grow the brokerage’s footprint and exposure in the market.

“Berkshire Hathaway HomeServices is a great fit for our company and for Sonoma County,” Johnson said. “The brand reflects Berkshire Hathaway HomeServices’ values of trust, integrity stability and longevity, and we live these values every day. As we operate in one the nation’s most philanthropic counties, we feel a general kinship with Berkshire Hathaway, a business run with integrity and generosity at its core.”

Stephen Phillips, chief operating officer of HSF Affiliates, welcomed Johnson and her company to the network. “Debra’s exceptional record of success in Sonoma County real estate and her deep local ties set her apart as an industry leader in Northern California,” said Phillips. “Berkshire Hathaway HomeServices is pleased to welcome Sonoma County Properties to the network, and with it, a strong base of clients throughout the North Bay.”

The brokerage’s Cabernet and Cream yard signs are now appearing throughout Sonoma County. And, to accommodate for its already growing business, Sonoma County Properties will open an additional office in Sebastopol by early summer.

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About Berkshire Hathaway HomeServices Sonoma County Properties

Based in Guerneville, Berkshire Hathaway HomeServices Sonoma County Properties is a full-service brokerage serving Northern California. The independently owned company conducts business with the highest regard for ethics, fair housing practices and a fundamental belief in the right to own real property. Visit bhssocoproperties.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.

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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Media Contacts:

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

Marisa Mulqueen
212-704-8112
marisa.mulqueen@edelman.com

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