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HomeServices

NEWS RELEASE



18500 Von Karman Avenue, Suite 400
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FOR IMMEDIATE RELEASE

Prudential California Realty Joins Berkshire Hathaway HomeServices Real Estate Brokerage Network

Sonora-based brokerage is now operating as Berkshire Hathaway HomeServices California Realty

SONORA, CA (Feb. 20, 2014) – Berkshire Hathaway HomeServices, the new real estate brokerage network operated by HSF Affiliates LLC, today announced that Prudential California Realty has joined the brand and is operating as Berkshire Hathaway HomeServices California Realty.

The brokerage joins a growing roster of affiliates that have joined the network since September. Berkshire Hathaway HomeServices now accounts for more than 23,000 agents and 600 offices in 30 states.

“We are excited to join Berkshire Hathaway HomeServices network, which we consider a game-changer in residential real estate,” said Broker/Owner Steven Campbell. “The combination of our strong, local company and a real estate brand inspired by the world-renowned Berkshire Hathaway Inc. will not be beat.”

With the transition, California Realty associates gain access to Berkshire Hathaway HomeServices’ robust real estate technology platform – the Global Network Platform – as well as ongoing business consultation, professional education, marketing support and more. Campbell said the Global Network Platform will give his agents and clients an edge in the competitive marketplace.

“The Global Network Platform places powerful tools and proprietary information in hands of our sales professionals,” he said. “The upshot is even greater efficiency and effectiveness for our sales team, which translates into the finest service for our real estate clients.”

Campbell and Broker/Associate Robin Rowland will commemorate the company’s transition Saturday during an agent event at the Sonora Opera Hall. Local officials also will attend the event including Tuolumne County Supervisor Randy Hanvelt; Sonora Mayor Hank Russell; Mike Ayala, executive director/CEO of the Tuolumne County Chamber of Commerce; and Margaret McCreary, president of Habitat for Humanity of Tuolumne County.

Campbell will discuss how Berkshire Hathaway HomeServices will change the face of real estate in Tuolumne and Calaveras counties. Rowland will detail what the brand transition means for consumers.

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“Berkshire Hathaway HomeServices will provide our clients with unparalleled exposure in the market,” she said. “Homebuyers and sellers will be looking for our distinctive Cabernet and Cream yard signs, which represent the best in local real estate.”

Welcoming California Realty to the network, Earl Lee, CEO of HSF Affiliates said, “Steven Campbell and the California Realty team are the gold standard in greater Sonora real estate. We are thrilled that these fine professionals represent Berkshire Hathaway HomeServices along the western slopes of the Sierra Nevada mountain range.”

The brokerage’s Cabernet and Cream yard signs will begin appearing throughout Tuolumne and Calaveras counties starting today.

About Berkshire Hathaway HomeServices California Realty

Berkshire Hathaway HomeServices California Realty, a full-service brokerage, serves Tuolumne and Calaveras counties with offices in Sonora, Arnold and Twain Harte. Visit www.pcr1.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. 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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