



**BERKSHIRE  
HATHAWAY**  
HomeServices

# NEWS RELEASE



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## **Berkshire Hathaway HomeServices PenFed Realty Texas Acquires CEDA Realty**

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*Transaction gives PenFed Realty Texas greater coverage of the Dallas-Ft. Worth Metroplex and a dynamic real estate training division*

**DALLAS, TX (Nov. 1, 2018)** – Berkshire Hathaway HomeServices PenFed Realty Texas today announced the acquisition of CEDA Realty, a 90-agent brokerage serving the Dallas-Ft. Worth Metroplex from Plano. The transaction gives PenFed Realty Texas broader coverage of the region, a skilled agent team and a powerful training division.

CEDA's Managing Broker and owner Steve Goff will remain with PenFed Realty Texas as vice president of Career Development overseeing professional advancement for the entire enterprise. Goff, with 46 years of real estate experience, is one of the region's foremost real estate trainers and a productive agent recruiter.

"We are delighted to welcome Steve Goff and the CEDA Realty team to PenFed Realty Texas," said Russell Rhodes, president of the brokerage. "Steve is so well respected in our industry and his agents are talented and prepared. They are an ideal fit for our company and will help us grow in the Metroplex."

Goff is eager to start the next chapter in his storied real estate career. "My team couldn't be in a better place than with PenFed Realty Texas," he explained. "As for me, the greatest joy in my professional career is to share the experience, knowledge and skills that I developed over 46 years with younger agents, so they can be their best in a short period of time. I get to train professionals and I couldn't be happier about it."

Rhodes, is a world-class production leader and founder of The Russell Rhodes Team, which set sales standards for years through relentless client service and abundant referral business. As head of PenFed Realty Texas, Rhodes is an agent-centric leader with a simple goal: "We want to help our agents grow their business by 20% per year," he said. "To do so you have to have really good training and the right procedures and mindset."

The combination of Rhodes and his sales managers with Goff and his training vision spells more growth for PenFed Realty Texas. Beyond training, the brokerage added a group in its marketing department to oversee new media including video production and social media outreach. The overall objective is to provide agents with the support they need, which allows them to focus on what they do best: serve home buyers and sellers.

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“We are fully invested in the success of our agents,” Rhodes said. “Our management mindset is roll up your sleeves and help the sales team be their best for their clients.”

PenFed Realty Texas is currently home to 430 agents working from eight offices. Rhodes said his goal is to add as many as 100 agents over the next year. “We are proud and excited for the future,” he explained. “We have a growing team that loves the real estate business and is passionate about helping people reach their homeownership dreams. As important, we have the resources and systems in place to help our agents continually develop and achieve.”

Gino Blefari, CEO of Berkshire Hathaway HomeServices, congratulated Rhodes and Goff on the union. “These fine companies are well suited, and their merger brings many benefits for PenFed Realty Texas and real estate consumers in the Dallas-Ft. Worth Metroplex,” he said. “We’re excited to continue supporting the brokerage and its growth for years to come.”

### **About Berkshire Hathaway HomeServices PenFed Realty Texas**

Berkshire Hathaway HomeServices PenFed Realty Texas is a member of the Berkshire Hathaway HomeServices PenFed Realty family. PenFed Realty is a wholly owned subsidiary of the venerable PenFed Credit Union. Visit PenFed Realty Texas at <http://WeKnowTX.com>.

### **About Berkshire Hathaway HomeServices**

Berkshire Hathaway HomeServices, based in Irvine, CA, is a 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. The brand was recognized as Real Estate Agency Brand of Year and Most Trusted Real Estate Brand in the 2018 Harris Poll EquiTrend Study. It was also honored for “Highest Overall Satisfaction for Repeat Home Sellers Among National Full Service Real Estate Firms” in J.D. Power’s 2018 Home Buyer/Seller Satisfaction Study. Visit [www.berkshirehathawayhs.com](http://www.berkshirehathawayhs.com).

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