



BERKSHIRE HATHAWAY
HomeServices
California Properties

NEWS

For Immediate Release

Contact: Marisa Vallbona, 619-708-7990, marisa@cimincorporated.com
or Zach Hill, Berkshire Hathaway HomeServices California Properties, 858-720-6505,
Zach.hill@prusocal.com

California Realty Begins New Era as Berkshire Hathaway HomeServices California Properties

SAN DIEGO, Sept. 23, 2013 – California Realty, with headquarters in San Diego and one of the top-five real estate brokerages in the nation, today became the first company to operate as a member of the new Berkshire Hathaway HomeService network. The brokerage, now doing business as Berkshire Hathaway HomeServices California Properties, celebrated the transition with an open house event at one of its exclusive listings attended by agents, clients and community members.

The company's first yard sign was presented during the event with a ribbon cutting by David Cabot, CEO of Berkshire Hathaway HomeServices California Properties; Ron Peltier, Chairman and CEO of HomeServices, which owns the brokerage; and Earl Lee, CEO of HSF Affiliates LLC, which operates Berkshire Hathaway HomeServices.

"This is a huge honor for us," said Cabot. "We are proud to be Berkshire Hathaway HomeServices' first affiliate and we will uphold that honor with integrity and excellence. With its world-renowned name, the brand will resonate extremely well in our luxury, high-end and coastal markets and everywhere else."

Added Peltier, "David and his team have forged a stellar reputation for service, innovation and expertise, and are a model affiliate of the new brand. HomeServices is proud that a company of this caliber is the first to carry the Berkshire Hathaway HomeServices brand into the marketplace."

Before he cut the ribbon off the new yard sign, Lee said, "When one of the world's most admired companies entrusts you with its brand, it's paying you the ultimate compliment. When that Berkshire Hathaway name appears on a yard sign, it's a sign that buyers and sellers want to see."

Berkshire Hathaway HomeServices California Properties commemorated the event with a \$5,000 donation to Just in Time for Foster Youth, a non-profit organization helping youth transition from young adults to self-sufficiency.

The brokerage will hold similar open house celebrations in its Los Angeles, Orange County, Santa Barbara and Ventura markets within the next two weeks.

California Properties sets in motion an ongoing series of brokerage transitions from Prudential Real Estate to the Berkshire Hathaway HomeServices brand, including Connecticut Realty later this week and Florida Realty next week. "Many more companies are on the way," added Lee. "We are completely full in scheduling transitions throughout the remainder of 2013. We expect to have most of transitions completed by the end of 2014 as we systematically work with the balance of the Prudential Real Estate network and explore new affiliation opportunities."

About Berkshire Hathaway HomeServices California Properties

With more than 3,200 sales associates located in 62 offices across Southern California and the Central Coast, Berkshire Hathaway HomeServices California Properties is one of the top five brokerages in the nation. In 2012, agents of the firm closed nearly \$11 billion in sales volume and more than 14,000 transactions.

Berkshire Hathaway HomeServices California Properties is a member of the Berkshire Hathaway HomeServices real estate brokerage network, which is owned and operated by HSF Affiliates LLC, 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.

###