



“A home is one of the most important assets
that most people will ever buy. Homes are
also where memories are made and you
want to work with someone you can trust.”

Warren Buffett
Chairman and CEO, Berkshire Hathaway Inc.

A COMPANY BUILT ON A FOUNDATION OF TRUST

Trust is more than just a catchword at Berkshire Hathaway HomeServices California Properties. It is an attitude, a passion ingrained in the nearly 3,000 sales associates in 50 offices from San Diego to Santa Barbara. Trust is at the very core of the relationships we build with buyers and sellers every day, and why thousands of clients have found their perfect home with California Properties.

Our Vision

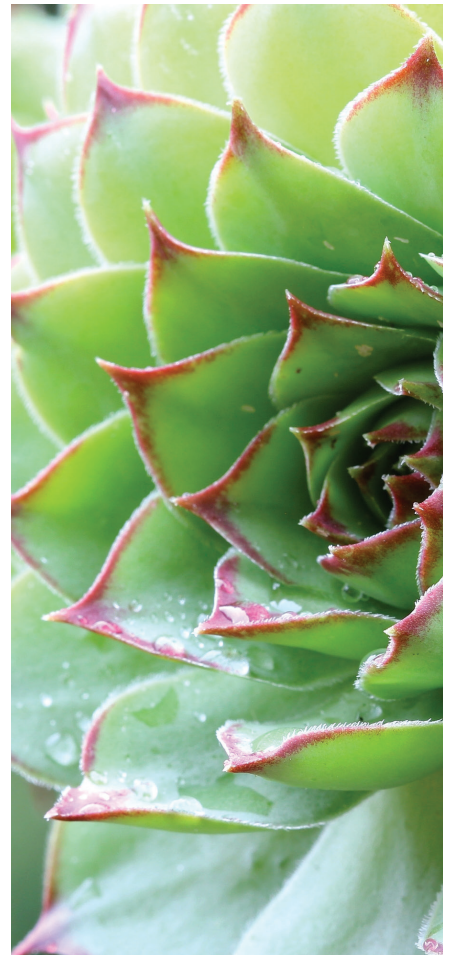
To bring joy and significance to life's greatest moments.

Our Mission

To customize and deliver a refined home buying and selling experience distinguished by the highest standards of integrity, expertise, and sophistication.

Our Values

Berkshire Hathaway HomeServices is among the few organizations entrusted to use the Berkshire Hathaway name—a name representing trust, strength, and integrity. The sales associates, managers, and employees of California Properties embody those same values.





GLOBALLY RESPECTED

Berkshire Hathaway HomeServices
California Properties benefits from a globally
respected reputation and a sound financial foundation.

As the first real estate company to be dignified with
the Berkshire Hathaway HomeServices brand name,
California Properties is at the forefront of introducing
a new era in real estate.

Our reach is global, our roots are local.

STRENGTH
INTEGRITY
TRUST
RESPECT

NATIONALLY RECOGNIZED

Berkshire Hathaway HomeServices is one of the fastest-growing real estate networks in the nation. Last year, Berkshire Hathaway HomeServices franchisees completed 346,629 real estate transactions. As proud members of this remarkable network, California Properties thrives on helping buyers and sellers find their perfect home whether around the corner or across the country.

50,000+ AGENTS | 1,450+ OFFICES | 47 STATES & ABROAD





LOCALLY KNOWN

Our brokerage proudly represents buyers and sellers from Southern California through the Central Coast, with offices in the most prominent locations.

Last year, we assisted more than 10,000 customers in selling or buying a home, with a total closed sales volume of more than \$12 billion. This remarkable achievement earned Berkshire Hathaway HomeServices California Properties the *Berkshire Elite* designation, reserved only for the top Berkshire Hathaway HomeServices companies nationwide and abroad.

50 OFFICES
SERVING
5 COUNTIES



RELOCATING WITH CONFIDENCE

No matter how close or far you're planning to move, our award-winning relocation specialists make your transition easy. Southern California and the Central Coast are home to some of the world's most notable corporations. Our alliances with prestigious relocation providers make us a trusted adviser to companies that need to move their most valuable asset: their employees. Our comprehensive support services help newcomers feel right at home. We are with you every step of the way.



BETTER TOGETHER

Our partners create a streamlined escrow, disclosure reporting, title, mortgage, home warranty, and insurance experience for you. Together we have a vested interest in expediting your home buying and selling process. Our unified efforts assure a positive closing.



HomeServices Disclosure Reports



First American
Home WarrantySM



OUR LEADING LEGAL TEAM

Berkshire Hathaway HomeServices California Properties is one of the only real estate brokerages with an in-house legal team. Their decades of industry experience in all facets of administrative and transactional real estate regulations and law will help your agent navigate legal issues if they occur. Our team also provides ongoing education to our agents to ensure that they are up to date and knowledgeable about the legal issues that can derail and delay even routine property transactions.

Locally Known, Nationally Recognized, Globally Respected

When you work with Berkshire Hathaway HomeServices California Properties you can be confident our in-house legal team will help your agent rapidly address legal issues to help ensure a satisfactory resolution.

Gain peace of mind by working with some of the very best in the industry.



TOUCHING HEARTS, IMPROVING LIVES

The Charitable Foundation, established by our agents, demonstrates how individuals and companies that give back can change lives.

The nonprofit Foundation has provided more than 1,000 grants, exceeding \$5 million, to make a beneficial and constructive impact on the communities our agents serve.

The four major areas in which the Foundation strives to make a difference are:

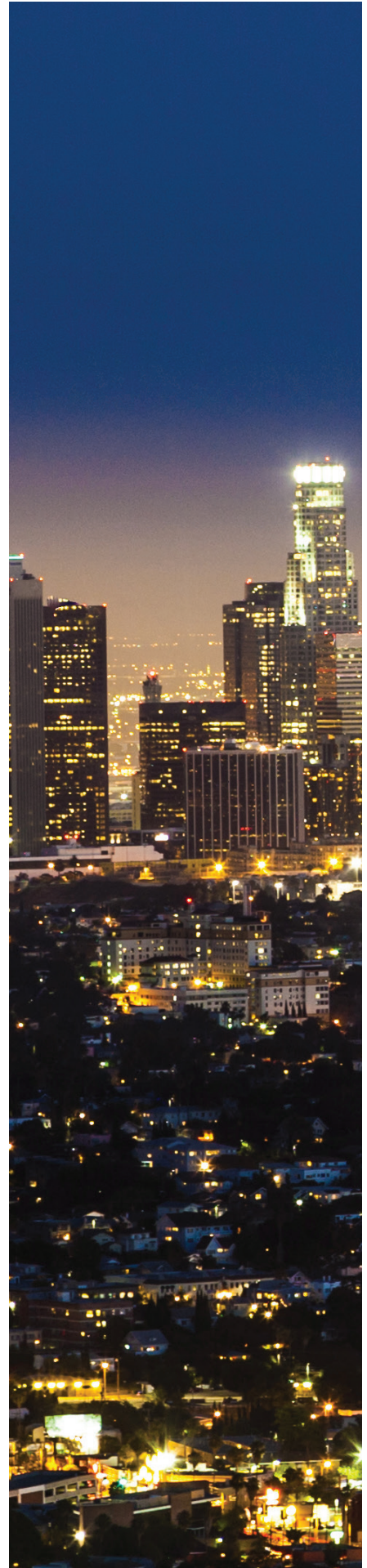
- Community outreach and support
- Education and development
- Health and awareness
- The environment and preservation

THE SIGN OF CONFIDENCE

Every year, more than 6,000 sellers elect to place a Berkshire Hathaway HomeServices California Properties sign in front of their home. This exceptional exposure is just one example of how our agents generate awareness. Our signs make a powerful statement.



6,000+ SIGNS | MILLIONS OF VIEWS





NETWORKING ABROAD

To bring your property the attention it deserves, we maintain relationships with an elite collection of international real estate networks. Although other brokerages may claim to have an extensive presence, California Properties reaches even further through our powerful connections.

We are proud to be members of:



Who's Who in Luxury Real Estate, an exclusive network of real estate brokers who list and sell in the top 10 percent of their market. Members have exclusive access to post their luxury homes in global listings, as well as the benefits of extensive networking and marketing resources.



Proxio, an international real estate association connecting more than 600,000 agents. Our real estate professionals market their listings worldwide in 19 languages and currencies.



INTERNATIONAL EXPOSURE

Our worldwide recognition and unmatched marketing efforts help you reach buyers everywhere. With international consumers purchasing \$121 billion in U.S. real estate¹ it pays to have our connections when selling your home. We excel at engaging audiences through ongoing, carefully orchestrated strategies.

These include placements in:

[luxuryrealestate.com](https://www.luxuryrealestate.com) - With active listings from 70 countries, a global collection of more than 130,000 of the finest luxury real estate brokers in the world.

[juwai.com](https://www.juwai.com) - The No. 1 Chinese property portal, visited by thousands of Chinese buyers each day from over 326 cities throughout China, as well as major Chinese communities in Taiwan, Hong Kong, Malaysia, and Singapore.²

[WSJ.com](https://www.wsj.com) - Reaches a global audience of 42.4 million digital readers per month. Listings are displayed in the Real Estate section including the European and Asian sites.³

[propertylistings.ft.com](https://www.propertylistings.ft.com) - Your property will appear before the highly affluent *Financial Times of London* audience. Reach more people who personally invest in properties than any other international title in Europe.

[mansionglobal.com](https://www.mansionglobal.com) - Delivers your home to an audience of 2.3 million monthly unique visitors around the world.⁴

[realtor.com/international](https://www.realtor.com/international) - Broadcasts homes for sale to more than 45 countries in many languages; Southern California has consistently been among the top 10 most-searched regions.⁵

[worldproperties.com](https://www.worldproperties.com) - A portal of international real estate transactions, linking agents and properties from around the world, where ads expose properties to consumers from many countries.

Your property will be featured on an additional 70+ websites worldwide, which are viewed by potential buyers in 37 countries across 5 continents.

¹ Sales volume according to "2018 Profile of International Transactions in U.S. Residential Real Estate," by National Association of REALTORS®

² https://list.juwai.com/about?gclid=CJ0KCQjwm6HaBRCbARIsAFDNK-iagkWK3GJSf5mL6l6Sgi8THjrE98sdXEerosr_hDRJjsWSIYQ2fHcaAkzEALw_wcB

³ <https://www.wsjmediakit.com/products/online/>

⁴ <https://www.mansionglobal.com/advertise>

⁵ Where are Global Buyers Searching in the United States?™ May 2018, National Association of REALTORS®



REACHING BUYERS

As more buyers conduct their property searches online, you can be confident your home will be showcased locally and globally. Our partnerships with strategically selected real estate search portals ensure that listings are published on hundreds of powerful websites, video channels, and mobile apps.

Our brand sites:

- **bhhscalifornia.com** - The destination for Southern California and Central Coast real estate searches, attracting more than 62,000 monthly visits and ranking in the top three most visited local real estate sites.¹
- **berkshirehathawayhs.com** - With 9.8 million annual site visits, it is clear that across the country and around the globe, Berkshire Hathaway HomeServices is an admired brand.

GLOBAL
SYNDICATION
PARTNERS

¹ Data obtained through SimilarWeb via comparison of top local brokerages - May 2017.

DIGITAL STRATEGIES

Mobile App

With our custom mobile app, your property can be viewed anywhere, anytime, from any device. Mobile and tablet use is on the rise, and our responsive design ensures your home looks stunning on every platform.

Available on iOS and Android

Digital Communications

E-Newsletter - Offering carefully curated featured listings, buying and selling advice, the latest in home trends, and more.

eMarketing - Breakthrough email marketing strategies with professionally designed eCards showcasing your listing to your local community and our network.

Property Websites

Websites are created for each property listed with Berkshire Hathaway HomeServices California Properties. All listings receive virtual tours for your promotion efforts and will be featured on our YouTube channel.





ENGAGING HOMEBUYERS

Thoughtfully developed relationships are at the heart of all successful real estate transactions. At California Properties, we take the time to publish only carefully crafted messages using a mix of text, images, and video. We use the latest social media strategies to resonate and connect with our audience, respond immediately to inquiries, and promote your property to an expansive customer base.



FACEBOOK IS
RESPONSIBLE
FOR 95% OF
OUR SOCIAL
MEDIA TRAFFIC

A TIMELESS MEDIUM

Even in the digital age, the power of print cannot be underestimated. While many brokerages have opted to advertise solely online, we value the power of print as part of an overall marketing strategy.

National Brand Exposure

- The Wall Street Journal
- REALTOR® Magazine
- duPont REGISTRY
- Prestige
- Unique Homes
- Real Estate Magazine
- Mansion Global Magazine

