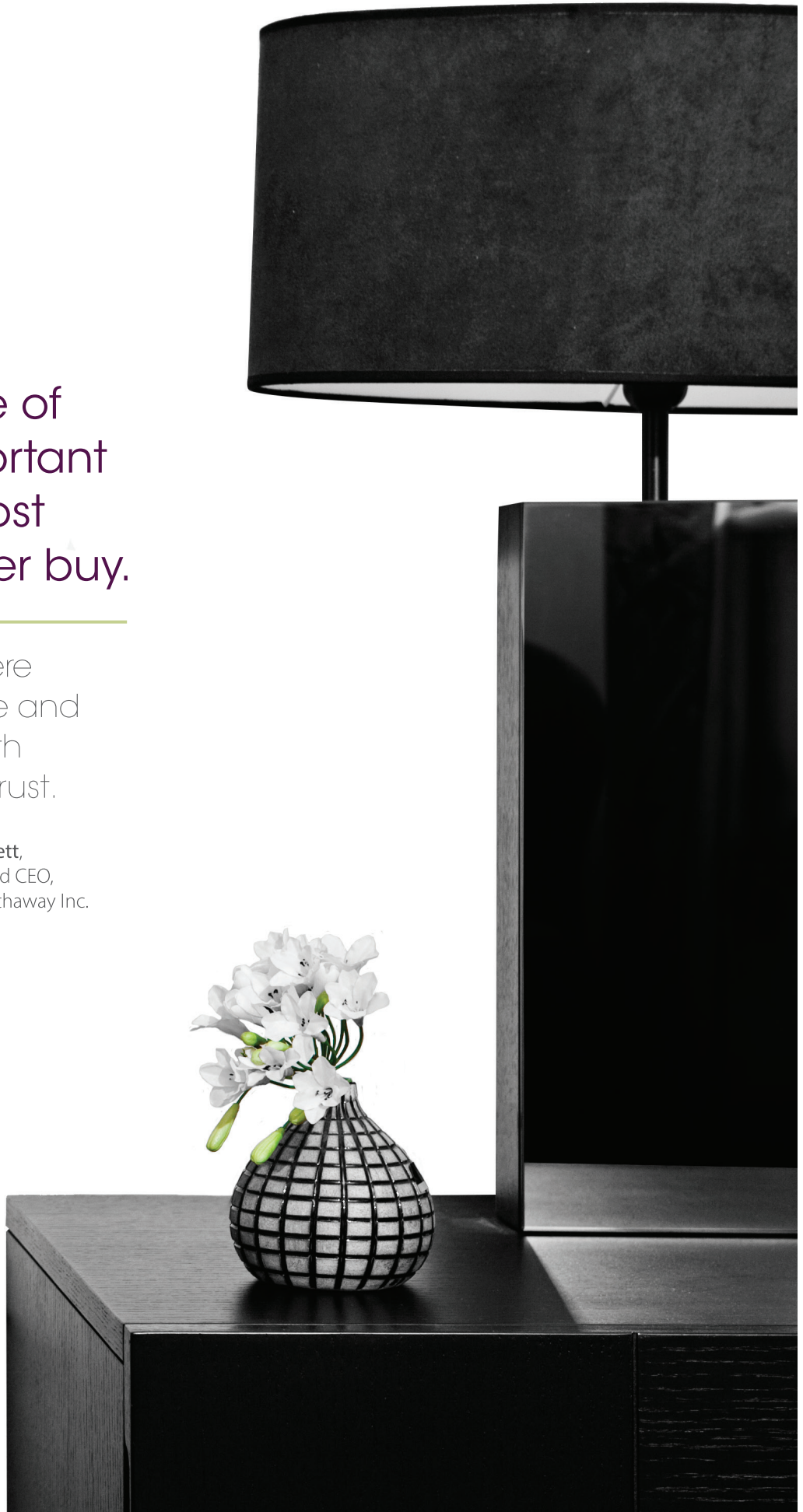


A home is one of
the most important
assets that most
people will ever buy.

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 more than 60 offices in Southern California through the Central Coast. It is at the very core of the relationships we build with buyers and sellers every day. It is why thousands of clients have found their perfect home by placing their trust in California Properties.

MISSION

Create and deliver unparalleled customer service throughout all residential property transactions.

RESOURCES

A full menu of services including home financing, relocation assistance, insurance, escrow, title, and home warranty.

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.



A modern brand
with *timeless values*

NATIONALLY Recognized

Berkshire Hathaway HomeServices is one of the fastest-growing real estate networks in the nation. In 2015, Berkshire Hathaway HomeServices franchisees completed 301,375 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.

42,000+ agents | **1,200+** offices | **47** states

35
homes sold
every hour,
every day



LOCALLY Known

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

In 2015, we assisted more than 12,700 customers in selling or buying a home, with a total closed sales volume of nearly \$12.5 billion. This remarkable achievement earned Berkshire Hathaway HomeServices California Properties the *Berkshire Elite* designation, reserved only for the top Berkshire Hathaway HomeServices companies nationwide.

60⁺ offices
serving
5 counties

DEL MAR BEVERLY HILLS
SHERMAN OAKS VENTURA
LA JOLLA LADERA RANCH
SAN DIEGO CENTRAL IRVINE
LAGUNA BEACH STUDIO CITY
CORONADO POINT LOMA

CARDIFF CARLSBAD SANTA BARBARA PASADENA SAN DIEGO DOWNTOWN
ENCINO LOS ANGELES SAN CLEMENTE MONTECITO LOS FELIZ
LAGUNA NIGUEL RANCHO SANTA FE Santa Barbara
MONARCH BEACH CARMEL VALLEY LA MESA BRENTWOOD ESCONDIDO
LOS OLIVOS MISSION VIEJO CORONA DEL MAR SANTA MONICA
CALABASAS NEWPORT BEACH PACIFIC PALISADES Ventura

RELOCATING

with Confidence

No matter how close or far you're planning to move, our 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.



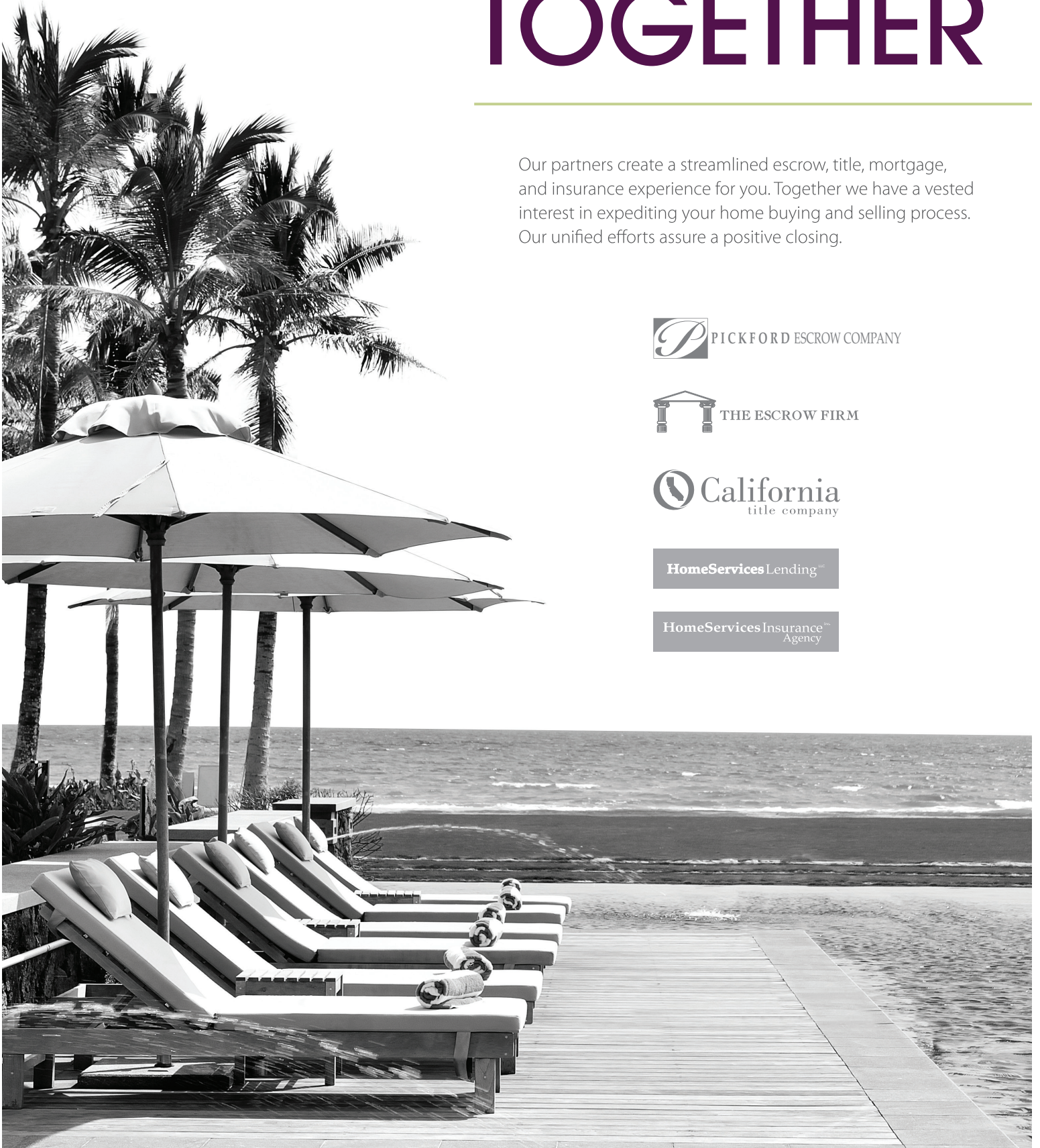
Better TOGETHER

Our partners create a streamlined escrow, title, mortgage, 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 Lending^{LLC}

HomeServices InsuranceTM
Agency



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 Charitable
Foundation



1,000+ Grants
exceeding \$5 million

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. Through this affiliation, our agents reach 85 countries worldwide.

Proxio, an international real estate association that empowers our real estate professionals to easily market their listings worldwide, in 19 languages and 55 currencies.



INTERNATIONAL Exposure

Our worldwide recognition and unmatched marketing efforts help you reach buyers everywhere. With international consumers purchasing \$92.2 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. In addition to the sites listed below, your property will be featured on 70+ websites worldwide, which are viewed by potential buyers in 37 countries across 5 continents.

These include placements in:

luxuryrealestate.com - Visitors from 196 countries and recognized as the No. 1 source for international real estate searches on Google, Bing, and Yahoo

juwai.com - A selective website broadcasting our listings to an exclusive audience of over 1.5 million high-net-worth Chinese consumers

wsj.com and **mansionglobal.com** - Delivers your home to an audience of more than 35 million monthly visitors

realtor.com/international - Broadcasts homes for sale to more than 45 countries in 11 languages; Southern California is consistently among the top 10 most-searched regions

worldproperties.com - One of the most-visited international real estate platforms, with views from more than 100 countries and searchable in 19 languages

LUXURYREALESTATE.COM
WHO'S WHO IN LUXURY REAL ESTATE



THE WALL STREET JOURNAL.

MANSION GLOBAL
ONLY THE EXCEPTIONAL

realtor.com
international



**WORLD
PROPERTIES.com**

¹ Sales volume according to the 2014 Profile of International Home Buying Activity produced by the 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.

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 name.

Showcase
Membership

realtor.com[®]
30 million+ visitors²

 **Zillow.com**[®]

 **trulia**[®]
55 million+ visitors³

THE WALL STREET JOURNAL.
31 million+ visitors⁴

250⁺ syndicated
partners

¹ Data obtained through Google Analytics and www.Compete.com via comparison of top local brokerages – Dec. 2015 ² <http://marketing.move.com/> ³ https://siteanalytics.compete.com/trulia.com/#.VZwNK_IVhBc ⁴ <http://wsjdigitalsolutions.com/about/>



DIGITAL Strategies



SELLER ADVANTAGE

A comprehensive program available exclusively through Berkshire Hathaway HomeServices. With Seller Advantage, home-sellers get insider information such as how many potential buyers are searching online for similar homes with a report detailing how many times their home appeared in searches, how many times the listing was viewed, as well as market information regarding new comparable listings and price changes.

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 listings to your local community and our network.

PROPERTY WEBSITES

Property websites are created for each property listed with Berkshire Hathaway HomeServices California Properties. All listings receive virtual tours promoted on YouTube as well as promotion on social media.

92% of home
buyers
use the internet

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.

We put your home in front of thousands of qualified buyers.



Facebook is responsible for
83% 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

Robb Report

duPont REGISTRY

Prestige

Unique Homes



BERKSHIRE HATHAWAY | California Properties HomeServices

www.bhhscalifornia.com