



THE FOREVER BRAND

“I would want to be associated with somebody where the financial strength was unquestioned and where the name stood for integrity. What other quality would you want that Berkshire Hathaway HomeServices does not have? I don’t think you could find one.”

Warren Buffett

Chairman and CEO Berkshire Hathaway Inc.



REPUTATION MATTERS

Aligning with one of the most powerful names in business can make all the difference when listing your home in a competitive market like Southern California.

At Berkshire Hathaway HomeServices California Properties, our goal is to make every transaction as special as you are. You can expect dedicated real estate experts and a brokerage that is with you every step of the way, guiding you through one of the biggest investments of your life.



THE SIGN OF CONFIDENCE

At Berkshire Hathaway HomeServices California Properties, we excel at bringing our listings to the attention of an engaged audience. We conduct vast amounts of business in Southern California's communities, from single-bedroom condos to multi-million dollar estates. Our highly collaborative network of agents draw on each other's skills, experience, and connections to better represent you, from your first home to your forever home and everything in between.

AN EXEMPLARY TRACK RECORD DISTINGUISHED BY

LOCAL EXPERTISE

VAST GLOBAL CONNECTIONS

ADVANCED TECHNOLOGY

PREMIER MARKETING STRATEGIES





A DEDICATED LEGAL TEAM

Berkshire Hathaway HomeServices California Properties agents receive support from our in-house legal team—one of the few of its kind among California brokerages. Specializing in real estate law, our attorneys are always available to assist with the intricacies of any transaction.

THE VERY BEST IN THE INDUSTRY

COMMITMENT TO EXCELLENCE

ONGOING EDUCATION

24/7 CONSULTATION AND SUPPORT



BETTER TOGETHER

Berkshire Hathaway, Inc. is universally admired for its great brands, superior products, and strong leadership. This stature extends to Berkshire Hathaway HomeServices, which has a globally respected reputation, extensive international networking connections, and a sound financial foundation. We thrive on helping buyers find their perfect home, whether around the corner, across the country, or abroad.

Our exclusive network of world-renowned brands and proven marketing abilities gracefully brings buyers and sellers together every single day.

Berkshire Hathaway HomeServices

- 50,000+ agents
- 1,500+ offices | 49 states
- Offices in North America, Europe, Asia, Mexico and growing

Berkshire Hathaway HomeServices California Properties

- Nearly 3,000 agents
- 50 offices | 5 counties
- More than \$13 billion in sales volume

HomeServices of America®

Local real estate worldwide

Berkshire Hathaway HomeServices is part of a larger organization, HomeServices of America. This relationship allows us and our clients to benefit from their strength, stability, and steady growth.

PROVEN RESULTS

We know that performance and reputation matter. To better serve you, we are continuously improving the way we do business and earning recognition on local, national, and global levels.



Berkshire Elite – California Properties ranks as the No. 2 brokerage in production nationwide and abroad¹ among all Berkshire Hathaway HomeServices affiliates.

REAL TRENDS 500 – HomeServices of America is the largest real estate brokerage nationwide with the most transaction sides.²

Harris Poll – Berkshire Hathaway HomeServices is the **Real Estate Agency Brand of the Year** and **Most Trusted Real Estate Brand**.³

Digital Marketing Recognition

Our digital and influencer marketing campaigns have earned recognition from numerous industry-leading organizations thanks to our forward-thinking strategies and commitment to gain exposure for our clients and brand. We generated more than 4 million impressions in the past year, leading to increased awareness and web traffic for our listings.





REMARKABLE RESULTS FOR YOUR REMARKABLE HOME

Berkshire Hathaway HomeServices California Properties agents have access to world-class marketing tools, generating maximum exposure to qualified buyers through print media, digital advertising, and innovative strategies.

Marketing plans are custom-tailored to individual properties, ensuring that the right resources are deployed to fit your needs.

DIGITAL MEDIA STRATEGY



We drive hundreds of thousands of consumers to our website and properties, generating buyer leads for your home using evolving strategies, carefully crafted messages, and expert design across all digital platforms.

Our in-house creative team collaborates to promote our brand and listings with

- Geographical and behavioral digital advertising
- An exclusive buyer-match network and listing alert dashboard
- State-of-the-art social media resources
- Strategic SEO implementation
- Virtual tours and remote consultation
- Exclusive listing opportunities
- Influencer marketing
- Professional listing image/video resources
- 24/7 virtual web assistance
- Email marketing

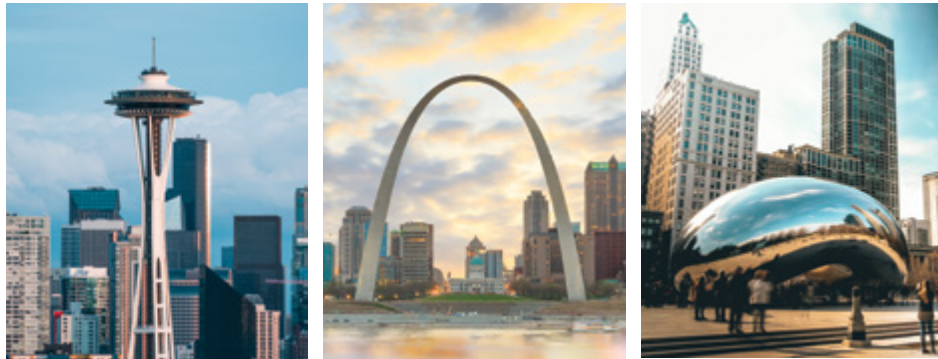
REACHING AN ONLINE AUDIENCE

[BHHSCalifornia.com](#)

930,000+ visitors annually⁴ | 20.8 million+ impressions annually⁵

Nearly 98.7% of our social traffic comes from Facebook advertising⁶

[BHHS.com](#) - Where millions of potential buyers start their U.S. home search.



We strategically partner with powerful industry leaders to make sure your listing appears online where buyers are searching.

[Realtor.com](#) - A global site hosted by the National Association of REALTORS® featuring listings from around the world.

[Zillow.com](#) - An industry-leading real estate and rental marketplace.

[WorldProperties.com](#) - Buyers can view more than 3 million listings worldwide.

[Financial Times of London](#) - We present our luxury listings to this highly affluent audience.

[MansionGlobal.com](#) - We advertise listings over \$1 million in three global editions—English, Chinese, and Spanish.

[WSJ.com](#) - All our listings are displayed in the WSJ.com Real Estate section, as well as in WSJ Europe, Asia, Latin America, India, and CN.WJS.COM (Chinese, Japanese, Korean translations).

[LuxuryRealEstate.com](#) - Listings from agents and firms who list and sell in the top 10% of their market.

[Juwai.com](#) - The No. 1 real estate portal in China where buyers find homes abroad.

PUBLIC RELATIONS STRATEGY

Our brand, agents, and notable listings receive recognition through prestigious publications

- Local print & online publications
- blog.bhhscalifornia.com
- Social media + social media advertising
- *Los Angeles Times* Hot Property
- *CurbedLA*
- *The Wall Street Journal*
- *Mansion Global*
- *The Real Deal - Los Angeles*
- *Hollywood Reporter*
- *Variety*
- *People Magazine*
- *Architectural Digest*
- *Fortune*

13,000+ MAJOR GLOBAL DISTRIBUTION NETWORKS⁷

NEARLY 8.5 BILLION ESTIMATED VIEWS ANNUALLY⁸



EXCEPTIONAL VISIBILITY FOR
AN EXCEPTIONAL BRAND

PRINT MEDIA OPPORTUNITIES

Print advertising remains a vital component of our marketing strategy. We take advantage of local opportunities and the strong presence our brand has in national and global publications.

Our partnerships allow for maximum exposure for our listings. We assess your home, your market, and the competition to determine if and when print media placements are recommended.

Premium Print Materials

Our large selection of professionally-designed post cards, flyers, and direct mail pieces make a lasting impression in local markets. The sleek, modern pieces are created by Southern California design professionals for the Southern California real estate market.





ENSURING A SEAMLESS AND SECURE TRANSACTION

We adhere to the highest levels of commitment and protection. From lending to escrow, insurance to title, we have a vested interest in guarding your data. Our unified efforts are checked and verified at every stage to produce a seamless transaction and successful closing.



TOUCHING HEARTS, IMPROVING LIVES

We share a deep bond with the communities in which we live and work. We believe it is our responsibility to give back and we are fortunate to do so through The Charitable Foundation,⁹ a nonprofit comprised of agents and employees of Berkshire Hathaway HomeServices California Properties.

Through fundraisers, galas, silent auctions, community events, generous clients, and community members, our agent-run foundation has been making a positive impact on our local neighborhoods like yours for over 20 years.



The Charitable
Foundation



\$6.5 MILLION + IN DONATIONS
3,000+ GRANTS AWARDED



YOU DESERVE AN EXCEPTIONAL EXPERIENCE

Berkshire Hathaway, Inc. resonates with buyers and sellers as a trusted brand. Our name opens doors of opportunity, introducing your home to more buyers and an exclusive network of agents.

Berkshire Hathaway HomeServices California Properties is backed by one of the most respected names in the world. We know you deserve the same opportunities and dedication that are synonymous with our reputation.

We are here to **find your perfect buyer.**

“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.



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