



LUXURY COLLECTIONSM

BERKSHIRE HATHAWAY HOMESERVICES CALIFORNIA PROPERTIES

A NAME REVERED WORLDWIDE

“ *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.

A photograph of a swimming pool with lounge chairs and towels. The scene is set outdoors, with a clear blue sky and a bright, sunny atmosphere. In the foreground, two lounge chairs with white cushions and dark wicker frames are visible. Each chair has a neatly folded white towel resting on it. The pool water is a vibrant blue, and the background shows a blurred view of the pool's edge and some architectural elements. The overall aesthetic is clean, modern, and luxurious.

LUXURY IS
IN OUR DNA



NO INTRODUCTION NEEDED

Aligning with one of the most powerful names in business can make all the difference when presenting your home to an elite network of luxury buyers.

Berkshire Hathaway HomeServices Luxury Collection is a specialized global division established with one goal in mind: to deliver unrivaled customer service and superior knowledge of the luxury market. Our exclusive network of powerful relationships and proven marketing abilities gracefully brings buyers and sellers of luxury properties together.

REPUTATION MATTERS

DEVOTION

to you, your investment, your legacy.

THE LUXURY COLLECTION

As Berkshire Hathaway HomeServices Luxury Specialists, we excel at bringing extraordinary listings to the attention of an exclusive audience. We conduct vast amounts of business in Southern California's most prestigious communities from San Diego to Santa Barbara. Our highly collaborative network of agents draw on each other's skills, experience, and connections to provide elite representation through close of escrow and beyond.

An exemplary track record distinguished by

LOCAL EXPERTISE

VAST GLOBAL CONNECTIONS

ADVANCED TECHNOLOGY



A CURATED COLLECTION OF LUXURY HOMES

Successfully represented from San Diego to Santa Barbara²

BEL AIR
\$75,000,000
Seller Represented

BEL AIR
\$75,000,000
Seller Represented

SANTA BARBARA
\$70,000,000
Seller Represented

PACIFIC PALISADES
\$33,850,670
Seller Represented

SANTA BARBARA
\$32,250,000
Buyer Represented

PACIFIC PALISADES
\$31,950,000
Seller Represented

MONTECITO
\$29,000,000
Buyer Represented

MALIBU
\$25,395,000
Seller Represented

MALIBU
\$25,000,000
Seller Represented

HIDDEN HILLS
\$22,200,000
Seller Represented

BRENTWOOD
\$21,700,000
Buyer Represented

CARPINTERIA
\$21,250,000
Seller Represented

MALIBU
\$20,000,000
Seller Represented

BEVERLY HILLS
\$19,850,000
Seller Represented

BRENTWOOD
\$19,750,000
Seller Represented

BEVERLY HILLS
\$19,510,000
Buyer Represented

BRENTWOOD
\$19,375,000
Buyer Represented

PACIFIC PALISADES
\$19,000,000
Buyer & Seller Represented

BRENTWOOD
\$19,000,000
Buyer & Seller Represented

SANTA BARBARA
\$17,888,000
Seller Represented

LA JOLLA
\$17,800,000
Seller Represented

GOLETA
\$17,575,000
Seller Represented

CARPINTERIA
\$17,200,000
Buyer Represented

CARPINTERIA
\$17,200,000
Seller Represented

PACIFIC PALISADES
\$17,035,000
Buyer Represented

BEVERLY HILLS
\$17,000,000
Seller Represented

SANTA BARBARA
\$16,778,000
Seller Represented

SANTA BARBARA
\$16,438,000
Seller Represented

SANTA BARBARA
\$16,300,000
Buyer Represented

LA JOLLA
\$16,245,000
Seller Represented

SANTA MONICA
\$16,000,000
Buyer & Seller Represented

HIDDEN HILLS
\$16,000,000
Buyer Represented

LA JOLLA
\$16,000,000
Seller Represented

BEL AIR
\$16,000,000
Buyer & Seller Represented

SANTA BARBARA
\$15,850,000
Buyer Represented

PACIFIC PALISADES
\$15,601,500
Seller Represented

A CURATED COLLECTION OF LUXURY HOMES

Successfully represented from San Diego to Santa Barbara²

PASADENA
\$15,579,500
Seller Represented

LAGUNA BEACH
\$15,554,000
Buyer Represented

SAN MARINO
\$15,500,000
Seller Represented

BRENTWOOD
\$15,450,000
Seller Represented

IRVINE
\$15,100,000
Buyer Represented

CARPINTERIA
\$15,050,000
Buyer Represented

CARPINTERIA
\$15,050,000
Seller Represented

HIDDEN HILLS
\$15,000,000
Buyer & Seller Represented

HIDDEN HILLS
\$15,000,000
Seller Represented

BRENTWOOD
\$15,000,000
Seller Represented

HIDDEN HILLS
\$14,990,000
Seller Represented

HIDDEN HILLS
\$14,950,000
Seller Represented

SANTA BARBARA
\$14,800,000
Buyer Represented

BEVERLY HILLS
\$14,750,000
Seller Represented

HIDDEN HILLS
\$14,600,000
Seller Represented

HIDDEN HILLS
\$14,580,000
Buyer & Seller Represented

SANTA BARBARA
\$14,500,000
Buyer Represented

BRENTWOOD
\$14,475,890
Seller Represented

SANTA BARBARA
\$14,200,000
Buyer Represented

MONTECITO
\$13,979,903
Buyer Represented

MONTECITO
\$13,979,903
Seller Represented

SANTA BARBARA
\$13,600,000
Buyer Represented

LAGUNA BEACH
\$13,500,000
Seller Represented

BEVERLY HILLS
\$13,400,000
Buyer Represented

BRENTWOOD
\$13,400,000
Buyer Represented

PACIFIC PALISADES
\$13,200,000
Seller Represented

THOUSAND OAKS
\$13,000,000
Seller Represented

SANTA BARBARA
\$13,000,000
Buyer Represented

MONTECITO
\$13,000,000
Seller Represented

BRENTWOOD
\$13,000,000
Buyer Represented

MALIBU
\$12,650,000
Seller Represented

MONTECITO
\$12,600,000
Buyer Represented

LAGUNA BEACH
\$12,500,000
Buyer Represented

SANTA BARBARA
\$12,230,000
Buyer Represented

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 abroad⁵ among all Berkshire Hathaway HomeServices affiliates.

REAL TRENDS 500

HomeServices of America is the largest real estate brokerage nationwide with the most transaction sides.⁶

Harris Poll

Berkshire Hathaway HomeServices is the **Real Estate Agency Brand of the Year** and **Most Trusted Real Estate Brand**.⁷

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 brand awareness and web traffic for our agents, listings, and local branch offices.



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.

A NETWORK LIKE NO OTHER

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.

**BERKSHIRE
HATHAWAY**
HomeServices

50,000+ agents | 1,500+ offices | 49 states

Offices in N. America, Europe, Asia, Mexico & growing

**BERKSHIRE
HATHAWAY** | California
HomeServices | Properties

Nearly 3,000 agents | 50 offices | 5 counties

More than \$13 billion in sales volume



COMPOSING

the story that brings your home to life.



PINNACLE

Home services that move you.

Before your home officially hits the market and we begin marketing it to an elite audience, upgrades may be needed. That's where PINNACLE⁵ steps in.

When you list your home with a Berkshire Hathaway HomeServices California Properties agent, you will have access to the PINNACLE home services program.

First impressions sell.

From major renovation projects to simple cosmetic fixes and professional staging, PINNACLE is designed to elevate every aspect of your home to make it market-ready. Your personal project coordinator will decide what is needed to move forward and assemble an elite team of design professionals, with the goal of maximizing your home's value and minimizing its time on the market.

All at no cost to you until your home closes escrow.⁶ It's that simple.

PINNACLE

HOME SERVICES THAT MOVE YOU

A woman in a white dress is walking on a stone patio next to a swimming pool. She is holding a straw hat in her left hand. The pool water is clear and blue, reflecting the sky and the surrounding environment. The patio is made of large, light-colored stone tiles. In the bottom right corner, there is a small bush with green leaves and orange flowers.

THE PERFECT SHOWCASE FOR LUXURY HOMES

We deliver maximum exposure to qualified prospects through integrated marketing plans that highlight the unique qualities of your property.

Each marketing strategy is custom-tailored to individual properties, ensuring that the right resources are deployed to fit your specific needs.

REMARKABLE RESULTS FOR
REMARKABLE HOMES

BHHSCALIFORNIA.COM

930,000+
VISITORS ANNUALLY⁸

20.8 MILLION+
IMPRESSIONS ANNUALLY⁹

98.7% OF CONSUMERS
SEARCH FOR THEIR HOME ONLINE¹⁰

in

🐦

f

📌

📷

YouTube

OUR LUXURY MARKETING EXPERIENCE

DIGITAL MEDIA STRATEGY

We drive affluent consumers to our website and luxury properties, generating qualified 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 AUDIENCE OF AFFLUENT BUYERS

We strategically partner with powerful industry leaders to expose your home locally and internationally.

**BERKSHIRE
HATHAWAY**
HomeServices

realtor.com
AdvantageSM Pro

 **WORLD
PROPERTIES**.com

**FINANCIAL TIMES
OF LONDON**

 **居外**
Juwai.com

LUXURYREALESTATE.COM
WHO'S WHO IN LUXURY REAL ESTATE

THE WALL STREET JOURNAL.

MANSSION GLOBAL
ONLY THE EXCEPTIONAL

BerkshireHathawayHS.com

Where millions of potential buyers start their U.S. home search, including the luxury demographic.

Realtor.com

A global site hosted by the National Association of REALTORS® featuring listings from around the world.

WorldProperties.com

Buyers can search more than 3 million listings worldwide and locate a broker who will collaborate with a broker in another country.

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, Spanish—with listings of at least \$7 million showcased in editorial content.

WSJ.com

Berkshire Hathaway HomeServices places significant luxury-property ads in all print and online editions of *The Wall Street Journal*. All Berkshire Hathaway HomeServices California Properties listings are displayed in the WSJ.com Real Estate section, as well as


- WSJ Europe
- WSJ Asia
- WSJ Latin America
- WSJ India
- CN.WSJ.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.



13,000+

CONNECTIONS TO MAJOR
GLOBAL DISTRIBUTION NETWORKS¹¹

NEARLY 8.5 BILLION

ESTIMATED VIEWS ANNUALLY¹²

OUR LUXURY MARKETING EXPERIENCE

PUBLIC RELATIONS STRATEGY

Each home's story is carefully curated, with potential exposure in

- Local print and 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*

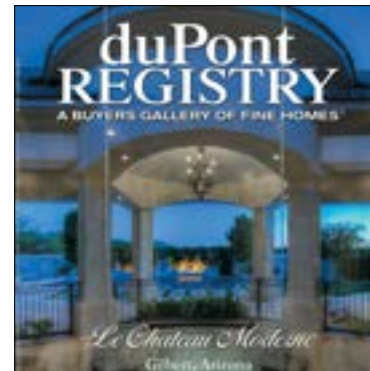
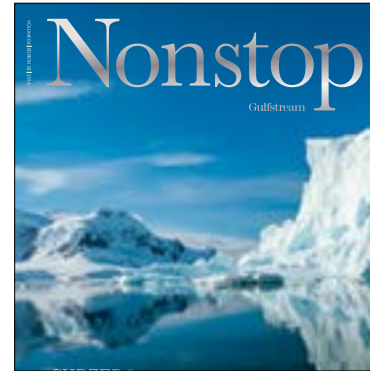
For our high-profile clients, we operate with the utmost discretion, putting you in control of the details we share about your home and its story.

OUR LUXURY MARKETING EXPERIENCE

PRINT MEDIA STRATEGY

We take advantage of local listing exposure opportunities and the strong presence our brand has in national and global publications.

EXCEPTIONAL VISIBILITY FOR
AN EXCEPTIONAL BRAND





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.

PROSPERITY
HOME MORTGAGE, LLC

PICKFORD ESCROW
COMPANY

THE
ESCROW FIRM

California
title company

HOME SERVICES
INSURANCE
AGENCY

HomeServices Disclosure Reports

American Home Shield



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

PHILANTHROPY IS AT THE HEART OF WHO WE ARE

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,¹³ 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 for over 20 years.

\$5 MILLION+
IN DONATIONS

1,000+
GRANTS AWARDED



The Charitable
Foundation



YOU DESERVE A LUXURY EXPERIENCE

Berkshire Hathaway, Inc. resonates with affluent buyers and sellers around the world as a trusted brand. Our name opens doors of opportunity, exposing your home to an exclusive audience of elite buyers, courtesy of our customized luxury marketing strategies.

The Berkshire Hathaway HomeServices Luxury Collection is backed by one of the most respected names in the world.

“ *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.



PERFECTION

in every detail, every step of the way.



LUXURY COLLECTIONSM

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