

## NEWS RELEASE



### **For immediate release:**

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## **Prudential California Realty to Open New Office in Fremont's Historic Mission San Jose District**

*Two top performing offices will merge*

**Pleasanton, CA – September 16, 2008 --** Prudential California Realty will open a new state-of-the-art office in Fremont's historic Mission San Jose district this September. The move will merge two top performing Prudential offices into a new signature location in Plaza Los Olivos at 43430 Mission Blvd, a high quality Dutra Enterprises office and retail complex currently under construction.

"This premier location will enable our agents to continue serving a diverse clientele from over 40 cities across the region," said Hilda Furtado, branch leader of the expanded Fremont location, which will be home to more than 100 real estate professionals. "With its cutting edge technology and an upscale presence in the heart of the Mission San Jose, Prudential will build in its already strong reputation as the top producing real estate brokerage in northern California."

The new Prudential office will borrow from the rich Spanish mission tradition in its layout and décor. The nearby Mission San Jose adobe church was the fourteenth Spanish mission, and was founded on June 11, 1797 by Father Fermin Lasuén. The area had been inhabited for countless generations by the Ohlone Indians. Their village at this site was known as Orisom. The Ohlones lived close to the land in harmony with nature.

"Our rich and diverse history is the result of Pacific Rim trade (beginning with the 16th century Spanish Galleons) that brought people, goods and ideas from India, China, the Philippines, Mexico, California and Europe," said Furtado. "It was essentially the first wave of California's economic and cultural expansion. This has propelled California to develop a world-class economy and one of the nation's most dynamic housing markets."

The local community is welcome to attend the Grand Opening for the new office, to be held Saturday, October 4<sup>th</sup>, starting at 11 am.

For more information about the Grand Opening, contact Hilda Furtado at: 510-657-8222.

**About Prudential California Realty**

*Part of the tri-state affiliation owned by David Cobo and Ed Krafchow that includes Prudential California Realty, Prudential Nevada Realty, Prudential Texas Properties and Prudential Texas Realty, the organization cumulatively has more than 2,100 agents and in 53 offices. Founded in 1887 as Mason-McDuffie Real Estate and transitioning to the Prudential name in 1997, Prudential California Realty (PCR) and its sister affiliations in Nevada and Texas are a leading innovator of real estate technology solutions to its agents and clients. Now the 8th largest national real estate brokerage, among those who offer settlement services, Prudential CA/NV/TX provides comprehensive real estate solutions when buying, selling and owning a home with more than 8,900 transactions and \$4.4 billion in annual sales for 2007. The company offers consumers full MLS access to home listings through its website [www.PruRealty.com](http://www.PruRealty.com). Prudential California Realty is an independently owned and operated member of the Prudential Real Estate Affiliates.*