

# NEWS



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**Prudential California Realty Names Bill McKeon Manager of  
Three Marin County Offices**

*McKeon Has 21 Years of Residential Management Experience with Top National Companies*

**San Rafael, Calif. – April 15, 2008** — Prudential California Realty has named 31-year industry veteran, Bill McKeon, manager of the San Rafael, Fairfax and Woodacre offices. McKeon is responsible for managing the offices, coaching agents and recruiting new agents, as well as implementing business systems, lead generation, marketing, prospecting, customer service and transaction systems. He has always loved working with people to assist them in acquiring properties, watch their equity grow, and as life changes, help them transition into other properties.

Prior to joining Prudential, McKeon was a broker/associate with Pacific Union GMAC Real Estate, vice president and manager of McGuire Real Estate and Frank Howard Allen Realtors, and broker/associate with TRI Realtors, Mill Valley. He began his career in 1977, managing a small office in downtown Mill Valley. He went on to manage independent offices for 21 years of his career.

“Representing buyers and sellers is all about solving problems and I love solving problems,” he says.

To increase awareness of new properties coming on the market among his associates, McKeon holds a monthly networking session called the Buy/Sell, which he founded 11 years ago. Agents have an opportunity to speak about their new listings while the agent audience views it on a large screen.

“We have had buyers find some significant properties through this effort,” he says. “The most memorable one was for a sale of \$23 million in Tiburon.”

McKeon believes in keeping on top of market trends and ongoing changes in real estate. He is a GRI (Graduate Realtor Institute) and CRS (Certified Residential Specialist), and has received numerous awards such as Realtor of the Year from the Marin Association of Realtors (MAR), Circle of Excellence Award from the National Association of Professional Saleswomen and Best Real Estate Agent in Marin from the *Marin Independent Journal*.

He has served on and chaired most of the committees at MAR and has been an officer/director for both the Marin and California Association of Realtors. He currently serves on the Professional Standards Committee for MAR and chairs the Regional Disclosure Task Force.

Being community minded, McKeon has also served on several nonprofit boards including the Mill Valley Soccer Club, president 1986; College of Marin Advisory Committee, chair 1986; and Marin Community Food Bank, president 1990. He is currently on the board of directors for SingersMarin. A third-generation San Franciscan, McKeon moved with his wife, Sharon, in 1970 to Marin where they raised their family.

The San Rafael office is located at 912 Lootens Place, San Rafael, CA 94901. The phone number is (415) 457-7340.

**About Prudential California/Nevada/Texas Realty:**

*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). 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 2,400 agents and in 57 offices. Prudential California Realty is an independently owned and operated member of the Prudential Real Estate Affiliates.*

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