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FOR IMMEDIATE RELEASE

## SERENO GROUP ANNOUNCES THE OPENING OF ITS NEW APTOS, CALIFORNIA OFFICE

**LOS GATOS—February 7, 2014.** Sereno Group Real Estate announced the opening of its new Aptos, California office ideally located in the heart of the community. The office and the agents will serve the markets of Aptos, Seacliff, Soquel, Santa Cruz, La Selva Beach, and throughout the entire Santa Cruz and Monterey coastal market.

Assisting with the execution of the company's vision, Sereno Group hired well-respected and longtime top producing agent, Mike O'Boy as the office's Sales Manager. Mike has worked closely with Sereno Group Founder and CEO, Chris Trapani, to continue the company's strategy of selectively hiring high producing, strong character agents.

"We are so excited and honored to be expanding our coastal presence with the opening of our Aptos office," Chris Trapani said, "We have already created such a strong team in our existing Soquel Office and to now have a second location with similarly great leadership and a tight knit group of incredible people who are fantastic Realtors presents a tremendously exciting opportunity. Mike O'Boy is an exemplary person and leader who will create an office that reflects Sereno Group's vision and core values."

The new office is strategically situated in the heart of Aptos at 335 Spreckels Drive, Suite H, located within the long established community business area while also being intimately connected to the residential area of the Aptos.

### **About Sereno Group:**

Open since July 1, 2006, Sereno Group Real Estate has quickly established itself as a market leader by continually attracting top producing agents in the Silicon Valley. During this time, Sereno Group has consistently achieved the highest per agent productivity for residential real estate brokers in the United States. In 2013, Sereno Group closed over \$2.1 billion in sales with an average sales price of \$1 million. Their 1% for Good charitable movement donated over \$270,000 to local charities and community-minded organizations and was recognized as one of the top 50 most philanthropic corporations in the Bay Area. The company, which has been ranked as one of the Best Place to Work in the Bay Area for four years, now has seven offices located in Palo Alto, Los Altos, Saratoga, Los Gatos, Willow Glen, Santa Cruz, and Aptos. The 225 agents of Sereno Group sell and serve the Santa Clara, San Mateo and Santa Cruz Counties and points beyond.

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