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FOR IMMEDIATE RELEASE

**SERENO GROUP REAL ESTATE RANKED AMONG THE TOP BROKERAGES
IN THE NATION FOR OVERALL SALES VOLUME, AVERAGE SALES PRICE, AND
TRANSACTION INCREASE FOR THE PAST 5 YEARS BY REAL TRENDS, INC**

LOS GATOS—May 17, 2014. Sereno Group announced today the company has again been named to the prestigious *REAL* Trends 500 list of the nation's top producing brokerages. For 2013, Sereno Group ranked 61st in sales volume, 5th in average sales price, and 15th for overall percentage increase over the past five years.

Sereno Group's 2013 sales volume is represented by \$2,145,000,000 in closed transactions. Founded in 2006, Sereno Group's 61st ranking also distinguished them as the youngest company among the top ranked brokers.

The company's average sales price of just over \$1,000,000 also resulted in Sereno Group ranking 5th nationwide. Most importantly, Sereno Group's 219% increase in transactions over the last five years ranked 15th among the industry's top moving organizations.

"To be recognized among the nation's top producing brokers is a tremendous honor for Sereno Group," said Chris Trapani, Founder and CEO of Sereno Group, "It is a testament to everything that our group strives for: results through professionalism, responsible real estate practice, and accountability. We look forward to working together towards our collective success."

Of note this year, although not an officially listed category, *REAL* Trends confirmed that Sereno Group finished rank 3rd for Per Agent Productivity for traditional brokerages, moving up one position from last year.

For 23 years, *REAL*Trends, inc. has been considered a leading source of analysis and information on the residential brokerage community. The *REAL*Trends audience includes the largest 600 brokerage firms in the United States and the top 5,000 of the highest producing sales associates.

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 achieved the highest per agent productivity for residential real estate brokers in the county. 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 the #1 Best Place to Work in the Bay Area for three 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.

For more information, please visit: www.serenogroup.com