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## SERENO GROUP TOPS \$1.2 BILLION IN SALES FOR THE FIRST HALF OF 2014

**LOS GATOS, CA–July 24, 2014.** Sereno Group announced today their mid-year 2014 sales volume has surpassed \$1,200,000,000 through June 30th, an increase from \$1,100,000,000 from its 2013 production for the same period. Of considerable note, Sereno Group’s total units sold is even Y.O.Y. from 2013, which is counter to the current YTD trend where unit production is down 10% on average for competing brokers.

“The Bay Area’s real estate market has continued to be incredibly active driven by low inventory and continued buyer demand,” said Chris Trapani, Founder and CEO of Sereno Group, “The year to date sales volume and, specifically, the total properties sold is a testament to our team’s hard work, dedication, and professionalism. They continue to set a standard of excellence and create their own levels of achievement regardless of market trends.”

Trapani projects Sereno Group’s pace will continue for the second half of the year, resulting in a significant, double digit percentage volume increase over 2013 full year sales, as well as sustained production counter to the brokerage trend of lower units sold. Trapani also attributes the increase in production this YTD to Sereno Group’s increasing average sale price, which now exceeds \$1,100,000.

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 a Top Workplace in the Bay Area for five years, now has seven offices located in Palo Alto, Los Altos, Saratoga, Los Gatos, Willow Glen, Santa Cruz, and Aptos. The 235 agents of Sereno Group sell and serve the Santa Clara, San Mateo and Santa Cruz Counties and points beyond.

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