



**MASON-McDUFFIE**

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**DAN WORLEY NAMED CHIEF STRATEGY OFFICER WITH BETTER HOMES  
AND GARDENS MASON-McDUFFIE REAL ESTATE**

**PLEASANTON, Calif., -- October 28, 2010** – Better Homes and Gardens Mason-McDuffie Real Estate is pleased to announce that Dan Worley has been named Chief Strategy Officer of Better Homes and Gardens Mason-McDuffie Real Estate, the 19th largest real estate services firm in the country. He has more than 19 years of experience in real estate finance, investment, mergers and acquisitions, and venture capital.

As Chief Strategy Officer, Dan is responsible for mergers and acquisitions, corporate development, assisting with the development and execution of strategic initiatives, and corporate legal matters.

Dan was instrumental in negotiating the merger earlier this month of Security Pacific's 54-agent office in Walnut Creek into Better Homes and Gardens Mason-McDuffie.

"Dan has a central role in the strategic growth of our company, through his depth of experience in mergers and acquisitions," said Chairman of the Board Ed Krafcow. "His experience is invaluable to our organization."

In 2008, Worley co-founded SmartZip, Inc. with the goal of using the Internet to empower investors and homebuyers to make better real estate decisions. SmartZip's vision incorporates more than 50 years of combined real estate investment experience, innovative Internet marketing and proven financial securities rating algorithms. Worley currently serves as an observer on the SmartZip board of directors.

In 2001, Worley co-founded NorthPoint, a leading investment and financial advisory firm which helped clients build wealth through intelligent real estate investing. The NorthPoint Group has assisted thousands of clients with proprietary research, investment strategy, out-of-state property acquisition, property management and long-term portfolio optimization. NorthPoint has managed more than \$1 billion in residential real estate investments nationwide since its founding.

His previous experience has spanned the venture capital, investment banking, technology and mortgage industries. Prior to 2001, Worley served as managing director of Berkeley Incubator, LLC, an early-stage venture capital firm focused on commercializing technologies that originated from the University of California at

Berkeley. He was also a founding partner of Venture Advisors, LLC, a boutique investment banking firm that provided strategic advisory, growth capital, and mergers and acquisitions services to emerging technology companies.

**About Better Homes and Gardens Mason-McDuffie Real Estate**

Our heritage began with the founding of Mason-McDuffie Real Estate in 1887. In 2009, the company was named the 19th largest real estate services firm in the nation, and Number One in the San Francisco East Bay. The company provides comprehensive solutions to home buyers and sellers, and handled more than 7,600 transactions in 2009, generating \$2.8 billion in sales. Better Homes and Gardens Mason-McDuffie Real Estate is independently owned and operated and includes joint ventures with partners J F Finnegan Realtors, Highland Partners in Piedmont, Sonoma-Gold in Healdsburg and Tri-Valley Realty in Pleasanton-Hopyard and Ruby Hill. The organization is comprised of more than 1,900 sales professionals in 36 offices. (The company's website URL is [www.bhghome.com](http://www.bhghome.com)).

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