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FOR IMMEDIATE RELEASE

## SERENO GROUP'S 1% FOR GOOD MOVEMENT HAS DONATED OVER \$200,000 YEAR TO DATE TO LOCAL CHARITIES AND COMMUNITY ORGANIZATIONS IN 2014

**LOS GATOS, CA–July 30, 2014.** Sereno Group announced today that its 1% for Good philanthropy movement has donated in upwards of \$215,000 during the first half of 2014 (January 1 - June 30) to local community minded organizations and charities. Through 1% for Good Sereno Group donates 1% of its gross commission dollars to charities and organizations decided upon by agent led committees in each office for a specific period of time, typically one calendar quarter.

During 2012, 1% for Good originated in Sereno Group's Santa Cruz office whose agents were looking at ways to directly support like-minded organizations and charities within the Santa Cruz communities. From its earliest efforts, the 1% movement quickly spread to each of Sereno Group's offices and has become a collective focal point in each office and the entire company.

"What makes our 1% for Good efforts so unique is that each office decides which organizations to support and their choices have a direct and immediately positive impact," said Chris Trapani, Founder and CEO of Sereno Group, "The 1% movement has become what really defines us internally. We have always wanted to be a successful company with a soul and our 1% for Good allows us to contribute to our communities in a positive way."

The \$215,000 has been contributed to There with Care, Peninsula College Fund, Friends of American Veterans, Theuerkauf Elementary Tech Arts, Saratoga Historical Society, Yu-Ai Kai Senior Center, Cassy Bay Area, Canine Companions for Independence, Morgan Autism Center, Santa Clara County Sheriff Search and Rescue, Boys & Girls Club of Santa Cruz, and Monarch Services. In 2013, Sereno Group's 1% for Good charitable movement donated over \$270,000 to local charities and community-minded organizations and Sereno Group was recognized as one of the top 50 most philanthropic corporations in the Bay Area.

Each office's charities/organizations are chosen by agent-run and directed committees working independently to allow for most immediate local impact.

For more information, visit: [www.serenogroup.com/onepercent](http://www.serenogroup.com/onepercent)

### **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 Best Place to Work in the Bay Area for 5 years in a row, 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.

For more information, please visit: [www.serenogroup.com](http://www.serenogroup.com)

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