

NEWS RELEASE

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For Immediate Release:
Images Included

BERKSHIRE HATHAWAY HOMESERVICES FLORIDA PROPERTIES GROUP **ANNOUNCES SIX NEW SALES EXECUTIVES**

TRINITY, Fla. (Sept. 28, 2016) – We are pleased to announce **Alfonso Hernandez, Kendra Wilson, Heather Boterf, Lucille Zaccardo, Ryan Batty, and d’Alene Meardon** have joined Berkshire Hathaway HomeServices Florida Properties Group as Real Estate Sales Executives. Additionally, **John Bailey** has returned to the firm as a Real Estate Sales Executive.



Hernandez has joined the Carrollwood office, 13131 N. Dale Mabry, Tampa, FL. Prior to real estate sales, Hernandez was a Community Association Manager during which time he managed a portfolio of 18 communities encompassing 1,300 homes. He was also the Event Coordinator at the University of South Florida where he coordinated on average 290 sporting events annually. Hernandez graduated from the University of Tampa with a degree in Sport Business Management. A Tampa resident since 1993, Hernandez is originally from San Juan, Puerto Rico.



Wilson has joined the New Tampa office, 1830 Bruce B. Downs Blvd., Wesley Chapel, FL. Wilson’s career background includes more than 20 years in the field of Human Resources. She was previously employed with Verizon Wireless where she held numerous positions in Human Resources. Most recently she was Senior Manager, Human Resources, for the state of Florida. Originally from Nashville, TN, Wilson attended Belmont University where she earned a bachelor’s degree in business management. She also earned master’s degrees in Business Administration and Organizational Management from Trevecca Nazarene University.



Boterf and **Zaccardo** have joined the South Tampa office, 4950 W. Kennedy Blvd., Tampa, FL. Prior to real estate, **Boterf** was a marketing liaison for GreyStone Home Health and Tampa Bay Imaging. She also owned and operated a wedding and event planning company. Boterf is from Brandon, FL. **Zaccardo's** background includes more than 10 years in new home construction and real estate sales. During that time, she helped establish and successfully operated a residential contracting

company which specialized in new home construction. Zaccardo is originally from Greenwich, CT.



Batty has joined the St. Petersburg office, 2300 4th St. North, St. Petersburg, FL. He previously was a sales executive with a financial technology company. Born and raised in St. Petersburg, FL, Batty attended Florida State University where he earned a degree in political science/psychology.



Meardon has joined the St. Pete Beach office, 6800 Gulf Blvd., St. Pete Beach, FL. Prior to real estate, she was an independent marketing and strategy consultant whose client list consisted of some of the world's most-recognized retail and technology brands. Meardon also worked for Barnes & Noble in New York, where she led the domestic and international channel marketing for the NOOK product line. She earned a master's degree in business administration from Pace University in New York and a bachelor's degree in arts management from Northern Arizona University.



Bailey has returned to the firm's Port Richey office, 9108 U.S. Highway 19, Port Richey, FL. His real estate career spans more than 14 years during which time he has been recognized on numerous occasions for achieving top levels of sales production. He is a volunteer coach with the West Pasco Youth Soccer club and is a member of Business Networking International (BNI). Bailey also served in the U.S. Air Force for 10 years.

Berkshire Hathaway HomeServices Florida Properties Group has 22 offices located throughout Hillsborough, Pinellas, Pasco, Polk, Highlands, and Hernando counties. Locally owned and operated since 1959, the company offers residential, commercial, property management, relocation, home warranty, title, mortgage, and insurance services. For more information please visit the company website at www.bbhsfloridaproperties.com.