

Pacific Union International Creates Strategic Partnership with Nest Labs

U.S. Survey Finds Home Buyers Willing To Pay More For Smart Home Technology

San Francisco and Palo Alto, CA Jan. 30, 2017 - Pacific Union International, Inc. a global innovator in bringing real estate technology to the industry, launched today a partnership with Nest Labs, Inc., the architect of the thoughtful home. Pacific Union will offer real estate professionals and clients a range of Nest's products designed to deliver more energy efficiency, safety and security to the home.

As one of the nation's largest real estate brokerages with 2016 sales volume of \$10.1 billion, Pacific Union has 38 offices throughout the San Francisco Bay Area and West Los Angeles through its recent merger with John Aaroe Group. The combined brokerage supports 1161 real estate professionals who now have the opportunity to offer their clients Nest product packages created especially for Pacific Union.

"This alignment of brands is ideal for Pacific Union," says Jessica Frushtick, Vice President of Marketing. "We continue to push technology forward in our industry, and Nest leads the world in creating thoughtful and secure connected home technology for the homes that our clients are seeking."

According to findings from economic research powerhouse John Burns Real Estate Consulting, clients are willing to pay more for homes installed with smart home technology. Burns surveyed 22,000 home shoppers and found that 65% potential buyers said they'd be willing to spend more for smart home technology packages.

The range of products produced by Nest include the Nest Learning Thermostat, Nest Protect smoke and carbon monoxide alarm and Nest Cam Indoor and Outdoor security cameras. These products can be accessed and controlled through the Nest app. The app delivers software features that help make Nest products more thoughtful. The Nest app delivers a new user interface called Spaces, that groups Nest products by room and across multiple platforms, making it easier to access and control Nest products.

Among the products available to Pacific Union real estate professionals for their clients are the Nest Thermostat to address home energy consumption, Nest Protect to help

keep clients safe, and Nest Cam Indoor and Outdoor to keep an eye on what matters most in and outside of a home.

About Pacific Union

Founded in 1975, Pacific Union is the San Francisco Bay Area's premier luxury real estate brand operating in nine regions. With more than 25 Bay Area offices and nearly 700 of the region's top-performing real estate professionals, Pacific Union merged with Los Angeles-based brokerage John Aaroe Group in December 2016. This strategic business collaboration links two of the strongest residential real estate firms on the West Coast, supporting combined 2016 production of \$10.1 billion with 1,161 real estate professionals in 38 offices throughout California. The company offers a full range of personal and commercial real estate services, including buying, selling, and relocation, and it founded a unique concierge program for Chinese homebuyers. In addition, the company operates joint-venture businesses that provide rental and commercial property management, urban residential marketing and sales, and insurance services. Locally owned, Pacific Union operates with an entrepreneurial mindset and unwavering commitment to deliver exceptional service and expertise. For more information, please visit us at www.pacificunion.com.