

News Release



PARAGON
REAL ESTATE GROUP

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FOR IMMEDIATE RELEASE

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Real Estate Depends on Quality of Place



Figure 1: Antioch Housing Near Sand Creek – Photo Credit: Cooper Ogden

EAST BAY, CA – Paragon Real Estate Group and Save Mount Diablo are pleased to announce a creative new partnership to further the protection of the Mount Diablo area as the real estate industry depends on quality of place.

The beautiful natural open lands of the Mount Diablo area serve as the nourishing and distinguishing foundation for the East Bay’s communities - from affording us with outdoor recreational and educational opportunities, stunning scenic vistas, critical wildlife habitat, water resources, and local agriculture to making our area a desirable place to live, work and visit.

With this partnership Paragon Real Estate Group and Save Mount Diablo are putting into action the recognition that we cannot take our natural foundation and competitive economic advantage for granted. According to *At Risk: The Bay Area Greenbelt 2017*: “Across the eight Bay Area counties addressed in this report, Contra Costa County

has the most total land at risk; about one out of every five acres of threatened land in the region is in Contra Costa. Contra Costa also has the most land at high risk, land that could be developed in the near term.” Further, it is projected that about 2 million more people will move to the Bay Area by 2045 which will put further pressures on the natural resources of the Mount Diablo area.



Figure 2: Antioch's Sand Creek – Photo Credit: Michael Amorosa

Paragon Real Estate Group is the first real estate company in our area to join Save Mount Diablo's new program for real estate professionals. Under this program, Paragon will provide Save Mount Diablo membership gift packages to all its clients at closings and other special occasions. This will provide a unique and meaningful way to welcome someone to their new community and get them involved with the local non-profit organization that is helping protect their recent real estate investment and quality of life through its efforts to conserve the lands of the Mount Diablo area.

“We are grateful for Paragon's leadership and long-term vision in stepping up to join Save Mount Diablo's new program for real estate professionals. The real estate industry can do much to help us protect the natural beauty of the Mount Diablo area for the benefit of all,” said Ted Clement, Save Mount Diablo Executive Director.

Hank Perry, President of Paragon Real Estate Group of Contra Costa, added this, “At Paragon, we believe in the value of open spaces. Even with the enormous pressure for housing in the bay area, it's important that we focus as a business on what we can do to contribute to the overall quality of life for all of our residents. Among the many reasons people choose to live here are the love of the mountain's natural beauty, and the many places it provides us to enjoy outdoor recreation with our friends and family. We know the mission of Save Mount Diablo contributes greatly to all of our residents in this regard, and we choose to support it.”

The Save Mount Diablo membership gift package menu that real estate professionals can choose from in putting together a gift for their clients at closings follows:

CONTENTS	COST
1. Welcome Letter to Client from Save Mount Diablo Acknowledging Leadership Gift from Real Estate Company, Save Mount Diablo Annual Membership Certificate, and Save Mount Diablo Trails Map	\$35 (annual entry level membership cost for Save Mount Diablo)
2. <i>Mount Diablo: The Extraordinary Life and Landscapes of a California Treasure</i> by Stephen Joseph and Linda Rimal Colberg. This large hard-cover book captures the beauty of the Mount Diablo area through stunning photos and text.	\$50 plus shipping costs
*Optional Add-ons: a) 2 Tickets to Save Mount Diablo's Annual Moonlight on the Mountain Gala b) Northern California State Parks Pass d) Mount Diablo Hikers Guidebook	\$700 (or \$350/ticket) \$125 \$15 plus shipping costs

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Save Mount Diablo

Save Mount Diablo is a nationally accredited, non-profit land trust founded in 1971 with a mission to preserve Mount Diablo's peaks, surrounding foothills, and watersheds through land acquisition and preservation strategies designed to protect the mountain's natural beauty, biological diversity, and historic and agricultural heritage; enhance our area's quality of life; and provide recreational opportunities consistent with the protection of natural resources. Located at 1901 Olympic Blvd., Ste. 320, Walnut Creek, CA, 94596. Learn more at www.savemountdiablo.org

Paragon Real Estate Group

Paragon Real Estate Group is known for representing the most beautiful homes in the Bay Area, but it is more than just a residential real estate company. Diverse by design, our breadth of expertise also covers investment, new developments, commercial, and leasing. Our agent bench is deep: we hire the right people and help turn them into solid, high-producing agents with second-to-none support and training resources. Located at 1400 Van Ness Avenue, San Francisco, CA, 94109. Learn more at <https://www.paragon-re.com/>

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Press Files and Media Assets on Dropbox:

<https://www.dropbox.com/sh/txrr8vojxz0nf7w/AAC2rs6parnhtJkoK8MALPI4a?dl=0>

Photo Credits: Figure 1 - Cooper Ogden, Summer 2017. Figure 2 – Michael Amorosa.