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### **Hill & Co. Real Estate Launches an Inside San Francisco Blog**

San Francisco, CA – November 11, 2011 – [Hill & Co. Real Estate](#) announced today that it has launched a new blog, focused on San Francisco – its people, neighborhoods and attractions. The blog’s name is *SFDentro*, and visitors can find it at [www.SFDentro.com](http://www.SFDentro.com), or by clicking on the blog link on the homepage of Hill & Co.’s website.

A new item is posted each weekday. Some San Francisco websites offer an overwhelming amount of news, reports, profiles and event calendars. *SFDentro* seeks to present a single jewel each day, the very best of San Francisco.

The posts are deliberately short in order to be easily digested – usually only two or three paragraphs long. They always include a photo or two, and typically have links to other pages where more information can be found.

Categories include: Happenings, People, Looking Forward, Places to See and Neighborhoods.

Hill & Co. is a real estate company, but the blog is not all about real estate. Instead, it’s more general in nature. It is intended to be an insider’s guide to San Francisco, appealing to City and Bay Area residents, visitors, out-of-towners and prospective homeowners alike.

“Our website provides lots of good information on the San Francisco real estate market,” said Hill & Co. Vice President Eileen Mougeot. “We have market reports, homes for sales, neighborhood profiles and more. This blog rounds things out. It offers a broader view of the City than you might find elsewhere.”

Dentro is Italian for “inside,” and that’s where the name *SFDentro* comes from. Items are posted on the blog, and then reposted on Hill & Co.’s Facebook and Twitter channels.

### **Hill & Co.**

Founded in 1956, Hill & Co. Real Estate is a San Francisco brokerage long associated with the City’s finest properties. With four offices and nearly 100 full-time agents, the

company enables clients to successfully navigate San Francisco's complex real estate market. Two additional Hill & Co. offices provide property management and rental services. For more information, visit [www.hill-co.com](http://www.hill-co.com).