



Frederick Farr

## Movers & Shakers

Frederick Farr The Hoffman Company announces that Frederick W. Farr has joined its team. Farr will focus on land sales on the 210, 10 and 60 freeway corridors in Riverside and San Bernardino counties, as well as client-specific projects in other markets. Farr is a former executive with John Laing Homes and president of the Baldy View Chapter of the Building Industry Association of Southern California.