

Names in the News

Frederick W. Farr, the former president of the BIA of Southern California's Baldy View Chapter, has joined the Southern California land brokerage firm The Hoffman Company.

Farr will focus on land sales in Riverside and San Bernardino counties, as well as client-specific projects in other markets.

He most recently worked as a land acquisition consultant for D.R. Horton, and previously was vice president of land acquisitions and forward planning for John Laing Homes.

He was president of the BIA's Baldy View in 1999 and 2000, and president of Home Aid Inland Empire Chapter in 2005 and 2006, where he continues to serve on the Board of Directors.