



**BERKSHIRE  
HATHAWAY**  
HomeServices

# NEWS RELEASE



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**FOR IMMEDIATE RELEASE**

## **Lancaster Real Estate Sales to join Berkshire Hathaway HomeServices Real Estate Brokerage Network**

### **[#GoodToKnow](#)**

*Hilton Head-based independent brokerage will operate as Berkshire Hathaway HomeServices Hilton Head Realty starting Nov. 14; company will remain independently owned and operated*

**HILTON HEAD, SC (Oct. 17, 2017)** – Berkshire Hathaway HomeServices, part of the HSF Affiliates LLC family of real estate brokerage franchise networks, today announced independent brokerage Lancaster Real Estate Sales will join the real estate brokerage network Nov. 14 and operate as Berkshire Hathaway HomeServices Hilton Head Realty.

The full-service brokerage is a home-sales leader on Hilton Head Island and in the mainland communities of Bluffton and Okatie. Hilton Head Realty is also a go-to source for homes in the region's premier golf communities such as Belfair, Berkeley Hall, Colleton River, Oldfield and Sun City Hilton Head.

Berkshire Hathaway HomeServices remains one of America's fastest-growing brokerage networks with more than 43,500 agents and 1,325 offices named to the brand since its 2013 launch. The brand, which carries the name of Warren Buffett's Berkshire Hathaway Inc., was just recognized for "Highest Overall Satisfaction for Repeat Home Sellers Among National Full Service Real Estate Firms" in J.D. Power's 2017 Home Buyer/Seller Satisfaction Study.

"We are thrilled to join Berkshire Hathaway HomeServices, a brand we've watched and admired for some time," said Broker/Owner Randy Smith. "We believe the brand is ideally suited for our markets with strong appeal to luxury-home, second-home and vacation-property consumers. It's also scalable -- accessible to anyone who wants to buy or sell a home."

Brokerage Owner Bill True said the brand will help his brokerage recruit and grow. "Our vision is to add an office in Bluffton and at least double our agent count over the next two years," he explained. "We're confident more of our area's top professionals will want to represent the Berkshire Hathaway HomeServices brand."

With their transition, Hilton Head Realty agents gain access to Berkshire Hathaway HomeServices' Global Network Platform, a powerful tool suite focusing on lead generation, marketing support, social media, video production/distribution and more. The brand also provides national and

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international marketing support, professional education and the exclusive Luxury Collection for high-end listings.

“Our company has always embraced technology in our operations and marketing, so our agents are eager to get their hands on components of the Global Network Platform,” True explained. “We expect gains in efficiency and market reach, which is great for our clients.”

Added Smith: “Berkshire Hathaway HomeServices support teams and technology will help us streamline many of the tasks involved with running a full-service brokerage. This will enable us to focus more on growing our business and helping our agents grow theirs.”

Gino Blefari, network president and CEO, welcomed Hilton Head Realty to the network. “Randy, Bill and their team are well respected in the marketplace, and their brokerage is nicely positioned for long-term growth,” Blefari said. “We’re proud this group will soon represent Berkshire Hathaway HomeServices.”

### **About Berkshire Hathaway HomeServices Hilton Head Realty**

Hilton Head Realty is a full-service brokerage specializing in luxury homes, second homes and vacation property throughout Hilton Head Island and mainland communities in the region. Visit [www.HiltonHeadHomes.com](http://www.HiltonHeadHomes.com).

### **About Berkshire Hathaway HomeServices**

Berkshire Hathaway HomeServices, based in Irvine, CA, is a real estate brokerage network built for a new era in residential real estate. The network, among the few organizations entrusted to use the world-renowned Berkshire Hathaway name, brings to the real estate market a definitive mark of trust, integrity, stability and longevity. Visit [www.berkshirehathawayhs.com](http://www.berkshirehathawayhs.com).

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