



**BERKSHIRE
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HomeServices

NEWS RELEASE



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FOR IMMEDIATE RELEASE

Adirondack Premier Properties and Adirondack Realty join Berkshire Hathaway HomeServices Real Estate Brokerage Network

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Lake Placid and Keene Valley-based independent brokerages remain locally owned; operate as Berkshire Hathaway HomeServices Adirondack Premier Properties and Berkshire Hathaway HomeServices Adirondack Realty

LAKE PLACID/KEENE VALLEY, NY (Oct. 3, 2017) – Berkshire Hathaway HomeServices, part of the HSF Affiliates LLC family of real estate brokerage franchise networks, today announced that two Lake Placid-area brokerages have joined the network. Adirondack Premier Properties and Adirondack Realty, both owned by local real estate veteran Margie Philo, now operate as Berkshire Hathaway HomeServices Adirondack Premier Properties and Berkshire Hathaway HomeServices Adirondack Realty, respectively.

The full-service brokerage family serves the greater Lake Placid region with properties on the coveted Mirror Lake, Lake Placid and the Saranac Lake Chain. It holds the region's No. 2 market share position based on sales volume and is highly respected for its expertise and client care.

Berkshire Hathaway HomeServices remains one of America's fastest-growing brokerage networks with nearly 43,500 agents and 1,320 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 forces with Berkshire Hathaway HomeServices," said Philo. "The brand will have broad appeal to our clients, who come from metro centers in the Northeast and who understand the marketing potential and reputation of our network and namesake."

Berkshire Hathaway HomeServices shares the same value set as Berkshire Hathaway – trust, integrity, stability and longevity – qualities on which Philo built her brokerage family. "The network support we've received has exceeded expectations," she said. "It feels like we've joined a large family with connections all over the country."

The network's global reach will place brokerage listings in front of millions of additional buyers. "The Lake Placid region continues to attract international buyers," Philo explained. "Berkshire Hathaway

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HomeServices syndicates network listings to a wide variety of global search sites. We're ready to welcome and serve more buyers from abroad."

With their transition, Philo and her 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 international marketing support, professional education and the exclusive Luxury Collection for high-end listings.

The skilled agents and operators at Adirondack Premier Properties and Adirondack Realty, matched with the brand and its resources, present a compelling value proposition for real estate consumers. "We're eager for this exciting new chapter at our brokerages," Philo said. "We will grow and we will be our very best for local homebuyers and sellers."

Gino Blefari, network president and CEO, applauded the brokerage family's transition. "The Lake Placid-area market is percolating and Margie and her team are well-positioned for continued growth," he said. "We're proud to welcome them to Berkshire Hathaway HomeServices."

The brokerage's new Cabernet and White yard signs are now appearing in the marketplace.

About Berkshire Hathaway HomeServices Adirondack Premier Properties and Adirondack Realty

Lake Placid real estate veteran Margie Philo founded Adirondack Premier Properties in 2008, and then acquired Adirondack Realty in early 2017. The full-service brokerage family specializes in upscale resort properties and second homes, commercial real estate and vacation rentals in and around Mirror Lake, Lake Placid and the Saranac Lake Chain. Visit www.adkpp.com and www.adkrealty.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.

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