



**BERKSHIRE
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HomeServices

NEWS RELEASE



18500 Von Karman Avenue, Suite 400
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FOR IMMEDIATE RELEASE

Lancaster Real Estate Sales Steps Forward as Berkshire Hathaway HomeServices Hilton Head Realty

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Brokerage remains independently owned and operated; launches recruiting efforts to expand operations

HILTON HEAD, SC (Nov. 14, 2017) – Berkshire Hathaway HomeServices today welcomes independent brokerage Lancaster Real Estate to its network; the company now operates as Berkshire Hathaway HomeServices Hilton Head Realty.

The brokerage remains independently owned, operating on Hilton Head Island and in the mainland communities of Bluffton and Okatie. It specializes in homes in the region’s premier golf communities and other upscale developments, yet represents buyers and sellers in all price points.

“We’re excited to bring the Berkshire Hathaway HomeServices brand to Hilton Head Island and neighboring communities,” said Brokerage Owner Bill True. “The brand is fresh, sophisticated and carries the name of Warren Buffett’s Berkshire Hathaway Inc., one of the world’s most respected corporations. We believe local consumers will embrace Berkshire Hathaway HomeServices.”

Broker/Owner Randy Smith said local agents in the region will appreciate the brand’s marketing potential. “We’ve already met a number of agents who want to represent Berkshire Hathaway HomeServices,” he explained. “Clearly, the brand is good company to keep.”

True and Smith said growth is a top priority. Hilton Head Realty will open an office in Bluffton and will double its agent count in the near future, according to its officers.

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 network offers a powerful real estate tool suite – the Global Network Platform – that supercharges 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 marketing program for high-end listings.

Network President and CEO Gino Blefari applauded Hilton Head Realty’s affiliation. “Randy, Bill and their team give our network wonderful representation in the marketplace,” he said. “The brokerage

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is well respected and poised for long-term growth.”

Hilton Head Realty will commemorate its brand transition this afternoon with a ribbon-cutting ceremony and celebration at its headquarters, located at 23C Shelter Cove Lane, Suite 100A, Hilton Head Island. Members of the Hilton Head Island-Bluffton Chamber of Commerce will attend the event.

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.

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. The brand 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. Visit www.berkshirehathawayhs.com.

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