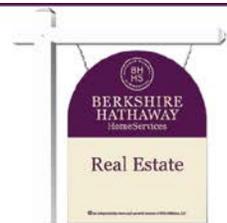




**BERKSHIRE  
HATHAWAY**  
HomeServices

# NEWS RELEASE



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**FOR IMMEDIATE RELEASE**

## **Prudential Alliance Realty Joins Berkshire Hathaway HomeServices Real Estate Brokerage Network**

*Oklahoma brokerage leader now operates as Berkshire Hathaway HomeServices Anderson Properties*

**TULSA, OK (Oct. 1, 2014)** – Berkshire Hathaway HomeServices, part of the HSF Affiliates LLC family of real estate brokerage franchise networks, today announced that Prudential Alliance Realty has joined the network operating as Berkshire Hathaway HomeServices Anderson Properties.

The full-service brokerage, with offices in Tulsa and Oklahoma City, was a perennial Top 50 company in the Prudential Real Estate network. It was acquired in July by Houston-based Berkshire Hathaway HomeServices Anderson Properties, which continues to expand in key markets.

“Our Oklahoma offices are staffed with talented agents who are respected in the marketplace,” said Anderson Properties Broker/Owner Mike Huff. “We are proud they are now part of the Anderson Properties team and look forward to their continued success as members of Berkshire Hathaway HomeServices.”

Huff said the brand, whose namesake is the world-renowned Berkshire Hathaway Inc., will resonate well in Oklahoma. “The brand is built on Berkshire Hathaway’s core values of trust, integrity, stability and longevity – qualities that are important to homebuyers and sellers. Our name also carries significant appeal, as people who may not have done business with us in the past want to work with us now.”

With their transition, Anderson Properties agents gain access to Berkshire Hathaway HomeServices’ Global Network Platform – a robust suite of real estate tools and resources – plus professional education, business consultation, marketing support and the exclusive Luxury Collection program for high-end listings. Resources include powerful lead generation, a handy mobile app and other tools driven by the cleanest and most accurate real estate information available.

“Oklahoma’s best real estate agents are now equipped with the industry’s finest tool suite,” said Rick Young, chief operating officer at Anderson Properties. “We will continue raising the bar for service in Oklahoma as well as in Texas.”

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Anderson Properties will commemorate the transition today with an agent rally at the Chesapeake Energy Arena in Oklahoma City. HSF Affiliates incoming CEO Gino Blefari will attend the event and welcome agents to the brand. “Anderson Properties is one of the region’s fastest-growing brokerages and we’re proud they’re part of our network,” Blefari said.

### **About Berkshire Hathaway HomeServices Anderson Properties**

Anderson Properties is a full-service real estate agency. The company operates 39 offices with more than 650 agents around Texas and Oklahoma. Visit [www.andersonpropsok.com](http://www.andersonpropsok.com).

### **About Berkshire Hathaway HomeServices**

Berkshire Hathaway HomeServices, based in Irvine, CA, is a brand-new 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. Berkshire Hathaway HomeServices in early 2014 was named “Real Estate Agency Brand of the Year” by consumers in the 26th annual Harris Poll EquiTrend® study of the largest real estate networks. Visit [www.berkshirehathawayhs.com](http://www.berkshirehathawayhs.com).

Irvine, CA-based HSF Affiliates LLC operates Berkshire Hathaway HomeServices, Prudential Real Estate and Real Living Real Estate franchise networks. The company is a joint venture of which HomeServices of America, Inc., the nation’s second-largest, full-service residential brokerage firm, is a majority owner. HomeServices of America is an affiliate of world-renowned Berkshire Hathaway Inc.

Berkshire Hathaway HomeServices received the highest numerical Equity Score among real estate brands included in the 2014 Harris Poll EquiTrend® Study. Visit [www.berkshirehathawayhs.com](http://www.berkshirehathawayhs.com) for details.

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