



BERKSHIRE
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HomeServices

NEWS RELEASE



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FOR IMMEDIATE RELEASE

Prudential Ambassador Real Estate Joins Berkshire Hathaway HomeServices Real Estate Brokerage Network

Omaha brokerage leader begins new era as Berkshire Hathaway HomeServices Ambassador Real Estate

OMAHA, NE (Dec. 3, 2013) – Berkshire Hathaway HomeServices, the new real estate brokerage network operated by HSF Affiliates LLC, today announced that Prudential Ambassador Real Estate has begun operations as Berkshire Hathaway HomeServices Ambassador Real Estate. The company, which operates in greater Omaha and Lincoln, is among the first to transition to the new brand following affiliate launches in California, Connecticut, Colorado, Florida, Iowa, Missouri, North Carolina, Oregon, Pennsylvania, Tennessee, Texas, West Virginia and Washington.

“Joining Berkshire Hathaway HomeServices is a privilege because the brand’s namesake – Berkshire Hathaway Inc. – stands for so much, starting with strength, integrity and trust – and worldwide respect,” said Vince Leisey, broker/owner at Ambassador Real Estate. “As important, the Berkshire Hathaway name has almost universal brand recognition in our market because Berkshire Hathaway is based here – it’s nearly impossible to here and not know the brand and its fine reputation.”

Leisey unveiled his company’s new brand today during a media briefing at Ambassador Real Estate’s corporate offices on California Street. He said the Berkshire Hathaway HomeServices brand will resonate well in all market segments from entry-level homes to luxury properties. “Real estate is on the mend and consumers are returning to the market,” he said. “They’re looking for sound guidance and a strong brand, and they’ll get that at Berkshire Hathaway HomeServices Ambassador Real Estate.”

Earl Lee, CEO of HSF Affiliates LLC, welcomed Ambassador Real Estate to the brand. “Vince and his team are well-respected in the marketplace for their service, innovation and professionalism,” he said. “The combination of an elite brokerage like Ambassador Real Estate and a world-class brand has endless possibilities.”

With the transition, Ambassador Real Estate associates gain access to a robust real estate technology platform, ongoing business consultation, professional education, marketing support and more.

Hundreds of the company’s new “Cabernet and White” yard signs arrived at the brokerage’s corporate headquarters today and will be seen at listings throughout Omaha and Lincoln starting tomorrow.

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About Berkshire Hathaway HomeServices Ambassador Real Estate

Berkshire Hathaway HomeServices Ambassador Real Estate, a full service real estate company, operates offices in Omaha and Lincoln with nearly 400 sales professionals. The independently owned company conducts business with the highest regard for ethics, fair housing practices and a fundamental belief in the right to own real property.

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.

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.

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