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HomeServices

NEWS RELEASE



18500 Von Karman Avenue, Suite 400
Irvine, CA 92612

FOR IMMEDIATE RELEASE

Berkshire Hathaway HomeServices Launches ‘Love Your Home’ Sweepstakes

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Contest offers \$50,000 grand prize and a dozen \$2,500 weekly prizes; sweepstakes runs in conjunction with HGTV’s popular Love It or List It show

IRVINE, CA (March 28, 2016) – Berkshire Hathaway HomeServices, part of the HSF Affiliates LLC family of real estate brokerage franchise networks, today launched its “Love Your Home” Sweepstakes promising a total of \$80,000 in cash prizes. The sweepstakes, held in conjunction with HGTV’s hit show *Love It or List It*, runs through June 17.

Viewers simply register at www.LoveYourHomeSweeps.com for a chance to win a \$2,500 prize in 12 weekly drawings or the \$50,000 grand prize. The first winner will be announced April 6 followed by weekly announcements through June 22. The grand prize winner will be named in early July.

This is Berkshire Hathaway HomeServices’ second sweepstakes incorporating the popular HGTV network. Last year’s \$50,000 Sweepstakes set one of HGTV’s highest totals for consumer registrations. It was won by Barbara Wakefield, a Lawrenceburg, KY housewife and grandmother, whose name was drawn from among more than 1.5 million entrants.

“Our sweepstakes generated an incredible amount of excitement and exposure for the Berkshire Hathaway HomeServices brand,” said Gino Blefari, CEO of HSF Affiliates. “Our objective with this year’s Love Your Home Sweepstakes is to build on that success with even more winners leading up to the grand prize announcement.”

Berkshire Hathaway HomeServices President Stephen Phillips said HGTV is an ideal venue for the contest. The network features familiar programming such as *Love It or List It*, *Fixer Upper*, *Rehab Addict*, *House Hunters*, *Property Brothers* and others. “HGTV is incredibly popular among our key demographics and we anticipate another fantastic outcome for our Love Your Home Sweepstakes,” Phillips said.

Through its agreement with HGTV, *Love It or List It* stars Hilary Farr and David Visentin will appear in vignettes featuring “Good to Know” home design and renovation tips that will appear on HGTV and its digital properties, including DIY Network, Food Network, Cooking Channel, Travel Channel and Great American Country (GAC).

Farr and Visentin recently attended Berkshire Hathaway HomeServices’ 2016 Sales Convention in Dallas to promote the sweepstakes and association. “It was great to see how enthusiastically our network responded

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to the *Love It or List It* stars,” said Kerry Donovan, VP of Marketing for HSF Affiliates. “With their overwhelming popularity and our bigger prize offerings this year, we expect a lot of fun and consumer engagement with our brand.”

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 for details.

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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Contact:

Kevin Ostler
(949) 794-7980
kevinostler@hsfranchise.com

Marisa Pincas
(212) 704-8112
marisa.pincas@edelman.com

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