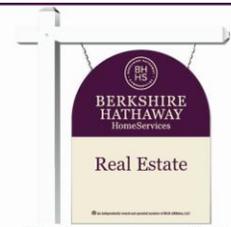




**BERKSHIRE
HATHAWAY**
HomeServices

NEWS RELEASE



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FOR IMMEDIATE RELEASE

Berkshire Hathaway HomeServices Named ‘Real Estate Agency Brand of the Year’ in 2014 Harris Poll EquiTrend® Study

New real estate brokerage network tops category in first year of operation

IRVINE, CA (Mar. 19, 2014) – Berkshire Hathaway HomeServices, the new real estate brokerage network operated by HSF Affiliates LLC, today announced it was named “Real Estate Agency Brand of the Year” in the 26th annual Harris Poll EquiTrend® study.

Berkshire Hathaway HomeServices received the highest ranking in the Real Estate Agency category based on consumers’ perception of its brand familiarity, quality and purchasing consideration, among other qualifying elements. The study was based on opinions of more than 40,000 U.S. consumers surveyed online earlier this year.

“We are delighted to be recognized by consumers in the venerable Harris Poll EquiTrend® study,” said Earl Lee, CEO of HSF Affiliates LLC, which operates Berkshire Hathaway HomeServices. “This terrific honor by consumers is a tribute to our powerful brand – whose namesake is the world-renowned Berkshire Hathaway Inc. – and the top-quality affiliates and agents who represent it.”

Added Stephen Phillips, president of Berkshire Hathaway HomeServices: “We are humbled by the honor, particularly since our brand was not even a year old at the time of the study. We look forward to a bright future as part of Berkshire Hathaway HomeServices.”

The brand received the highest numerical Equity Score among large real estate brands included in the 2014 Harris Poll EquiTrend® study, which measures and compares the brand health of more than 1,500 brands across 170 categories from airlines and apparel to retailers and real estate. Consumers responded with their brand perceptions, gauging their emotional connection to the brand, plus brand awareness, influence and familiarity. According to Harris, a brand is defined as a set of persuasive promises about a product, service or organization that differentiates it from others in a universally positive, contextually relevant or personally compelling way.

Berkshire Hathaway HomeServices, which transitioned its first affiliates in September 2013, has grown exponentially with independently owned brokerages operating across America. The network is built on a foundation of quality with rigorous standards for affiliation. “Our network members clearly understand the Berkshire Hathaway HomeServices’ brand promise and the responsibility to uphold it,” said Phillips. “We all believe it’s an honor to be part of Berkshire Hathaway HomeServices.”

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About 2014 Harris Poll EquiTrend® Study

Berkshire Hathaway HomeServices received the highest numerical Equity Score among Real Estate Agency brands included in the 2014 Harris Poll EquiTrend® Study, which is based on opinions of 41,806 U.S. consumers ages 15 and over surveyed online Jan. 3 through Jan. 31, 2014. Your opinion may differ. “Highest Ranked” was determined by a pure ranking of a sample of Real Estate Agency brands.

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. Visit www.berkshirehathawayhs.com.

Irvine, CA-based HSF Affiliates LLC operates Berkshire Hathaway HomeServices. 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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