



**BERKSHIRE
HATHAWAY**
HomeServices

NEWS RELEASE



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FOR IMMEDIATE RELEASE

Berkshire Hathaway HomeServices Grows Again with 12 Affiliate Signees

Brokerages to Join Real Estate Network During First Half of 2014

IRVINE, CA (Dec. 9, 2013) – Berkshire Hathaway HomeServices, the new real estate brokerage network operated by HSF Affiliates LLC, today announced the signing of 12 more affiliates for the network.

The following companies will begin operating as Berkshire Hathaway HomeServices affiliates during the first and second quarters of 2014: Prudential California Realty, Guerneville, CA; Prudential California Realty, South Pasadena, CA; Prudential C. Dan Joyner Co., REALTORS®, Greenville, SC; Prudential Hickory Metro Real Estate, Hickory, NC; Prudential Lake Almanor Real Estate, Lake Almanor, CA; Prudential The McMillen Real Estate Group, Goldsboro, NC; Prudential One, REALTORS®, Dayton, OH; Prudential Parks & Weisberg, REALTORS®, Louisville, KY and Jeffersonville, IN; Prudential Preferred Properties, Clarks Summit, PA; Prudential Select Properties, Cleveland, OH; Prudential Snyder Real Estate, Bloomington, IL; and Prudential Town and Country Real Estate, Wellesley, MA.

These signings bring to 502 the number of offices that have transitioned to or signed with the brand since July, and include nearly 19,000 agents in 24 states. Many more signings are on the way, said Earl Lee, CEO of HSF Affiliates LLC. “Momentum continues building for Berkshire Hathaway HomeServices. Affiliates realize the strength of this this new brand – inspired by the world-renowned Berkshire Hathaway Inc. – and the depth of its real estate tools, technology and services. They want to capitalize on our brand and all it has to offer.”

Danny Joyner, broker/owner at Prudential C. Dan Joyner Co., REALTORS®, said the brand brings strong values and fresh perspectives to a recovering real estate market. “The timing is right to align with the Berkshire Hathaway HomeServices brand and bring exceptional value to our brokers, agents and customers through new tools and resources. Our affiliation will change the real estate market in upstate South Carolina, and we can’t wait.”

David Mussari, managing partner at Prudential One, REALTORS® and Prudential Select Properties, said the brand will stand apart in his Ohio markets. “We’re thrilled to add the Berkshire Hathaway HomeServices name to ours. The brand stands for strength, stability and trust – just like its Berkshire Hathaway namesake – and it represents a new era of growth for our company and agents.”

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HSF Affiliates LLC plans to transition most of the largest Prudential Real Estate affiliates by fall 2014. More growth is expected as the company engages with the balance of the Prudential Real Estate network and with companies outside of the network.

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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