



**BERKSHIRE
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HomeServices

NEWS RELEASE



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FOR IMMEDIATE RELEASE

Prudential 1st Realty Joins Berkshire Hathaway HomeServices Real Estate Brokerage Network

Jonesboro-based brokerage now operates as Berkshire Hathaway HomeServices 1st Realty

JONESBORO/WYNNE, AR (Nov. 7, 2014) – Berkshire Hathaway HomeServices, part of the HSF Affiliates LLC family of real estate brokerage franchise networks, today announced that Prudential 1st Realty has joined the network and is operating as Berkshire Hathaway HomeServices 1st Realty.

The full-service brokerage has served Northern Arkansas since 2005, and is known for its well-trained agents and quality service. It joins a growing roster of affiliates that has transitioned to Berkshire Hathaway HomeServices since September 2013. The network now counts 34,000 agents and 1,046 offices operating in 47 states.

“We are honored to affiliate with Berkshire Hathaway HomeServices, a brand whose namesake is Warren Buffett’s Berkshire Hathaway Inc.,” said Broker/Owner Greg Baugh. “The brand is prestigious and already known for its strength and stability. It will provide us with even greater distinction in our marketplace, which will benefit our homebuyers and sellers.”

Baugh said the decision to join Berkshire Hathaway HomeServices was a simple one since the brand reflects Berkshire Hathaway’s values of trust, integrity, stability and longevity. “Berkshire Hathaway HomeServices is the right fit for our brokerage because we uphold these values every day,” he explained.

The brand will also strengthen recruiting efforts, added Co-Owner Sabrina Baugh. “Agents looking for a brand that is fresh, intelligent and respected should look no farther than Berkshire Hathaway HomeServices,” she said. “The combination of this brand and our brokerage’s unparalleled expertise and service will allow us to continue expanding our market share.”

With the transition, 1st Realty agents gain access to Berkshire Hathaway HomeServices’ robust technology suite – the Global Network Platform – plus business consultation, professional education, marketing support and the Luxury Collection program that adds marketing clout to high-end listings. Resources include powerful lead generation, a handy mobile app and other resources powered by the freshest, most accurate data available. “Our new tool suite is second to none in the industry,” Greg Baugh said. “We can’t wait to put these resources to use for our clients.”

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Earl Lee, CEO of HSF Affiliates, applauded the brokerage's transition. "Greg, Sabrina and the team are consummate professionals," Lee said. "We're pleased they're representing Berkshire Hathaway HomeServices in Jonesboro, Wynne and surrounding communities."

The brokerage's new Cabernet and Cream yard signs are now appearing throughout the marketplace.

About Berkshire Hathaway HomeServices 1st Realty

A full-service brokerage, 1st Realty has served Northern Arkansas since 2005 with a professional, well-trained staff and passion for client satisfaction. Visit www.bhhs1strealty.com.

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. 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.

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.

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 for details.

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