



**BERKSHIRE
HATHAWAY**
HomeServices

NEWS RELEASE



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FOR IMMEDIATE RELEASE

Berkshire Hathaway HomeServices Launches Fourth ‘Good to Know’ Advertising Campaign

[#GoodToKnow](#)

Messages underscore that, no matter where you are in life, there truly is no place like home

IRVINE, CA (March 13, 2017) – Berkshire Hathaway HomeServices, part of the HSF Affiliates LLC family of real estate brokerage franchise networks, today launched a new national advertising campaign to increase brand awareness and demonstrate agents’ expertise through the real estate process.

The multi-media campaign debuted on stage at the network’s annual Sales Convention in Phoenix before several thousand brand professionals. Produced by BBDO Minneapolis, it positions Berkshire Hathaway HomeServices as a brand that’s “Good to know” when selling or buying homes.

The campaign features a poignant [television spot](#) that allows viewers to feel the importance of home though the word “home” is never mentioned. The spot, entitled “Place,” includes vignettes of people in locations both near and far from where they live, acknowledging no matter where life takes you, there truly is no place like home. It concludes with a nod to members of the Berkshire Hathaway HomeServices brokerage network, who have the expertise to help buyers and sellers find their way home through homeownership.

“Our message captures the emotional journey of home selling and demonstrates the value of our knowledgeable agents,” said Gino Blefari, CEO of Berkshire Hathaway HomeServices. “We know a home represents the most significant transaction most people may ever make in their lives and this spot reflects the magnitude of that all-important decision.”

Added Kerry Donovan, vice president of Marketing at Berkshire Hathaway HomeServices, “We know that longing for the warmth, familiarity and comfort of home is a universally understood feeling,” he explained. “And Berkshire Hathaway HomeServices is in business to help people realize the dream of homeownership.”

The campaign launches with 30- and 15-second spots airing starting today on HGTV, along with corresponding print and digital ads. As part of the campaign, Berkshire Hathaway HomeServices will sponsor HGTV’s “Good Bones,” a hit TV show featuring mother-daughter duo Karen Laine and Mina Starsiak who renovate homes in Fountain Square, a community near downtown Indianapolis. The pair will appear in specially produced, branded short videos featuring easy tips to maximize home-sale potential. Those tips will run on HGTV and related digital properties.

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“We are excited about our alliance with Karen and Mina,” said Stephen Phillips, president of Berkshire Hathaway HomeServices. “HGTV is incredibly popular among our key demographics and ‘Good Bones’ is coming off a wonderful first season. Through our sponsorship we believe we are poised for another great year of growth in Berkshire Hathaway HomeServices’ brand awareness.”

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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