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HomeServices

NEWS RELEASE



18500 Von Karman Avenue, Suite 400
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FOR IMMEDIATE RELEASE

Prudential Simon Salhany Realty, Inc. Joins Berkshire Hathaway HomeServices

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*Longstanding Cuyahoga Falls brokerage now operates as
Berkshire Hathaway HomeServices Simon & Salhany Realty*

CUYAHOGA FALLS, OHIO (Jan. 21, 2016) – Berkshire Hathaway HomeServices, part of the HSF Affiliates LLC family of real estate brokerage franchise networks, today announced that Prudential Simon Salhany Realty, Inc. has joined the network operating as Berkshire Hathaway HomeServices Simon & Salhany Realty.

The family-owned brokerage joins a network that has grown to more than 42,000 agents and 1,200 offices in 47 states since September 2013. “We are proud and excited to affiliate with Berkshire Hathaway HomeServices, a brand whose namesake is the world-renowned Berkshire Hathaway Inc.,” said Owner Leslee Salhany. “The brand already enjoys a strong presence in Ohio with many fine affiliates. We will build on that reputation locally with the same great service and expertise we’ve provided over four decades.”

Simon & Salhany Realty, founded in the mid-1970s by Salhany’s father John Simon Jr., is Cuyahoga Fall’s oldest, continuously operating real estate brokerage. Its agents are skilled, tenured and eager to represent Berkshire Hathaway HomeServices. “We are always looking to grow and better ourselves for our clients,” said Salhany. “Our new brand adds to our distinction with strong marketing appeal and a value proposition that is second to none in real estate.”

With their affiliation, Simon & Salhany Realty agents gain access to Berkshire Hathaway HomeServices’ Global Network Platform – a suite of online tools, applications and services – plus ongoing business consultation, professional education, national marketing support and the exclusive Luxury Collection program for high-end and resort listings. Resources include lead generation, a social media platform, a handy mobile app, the Videolicious video-production app and more.

“We’re placing the best tools and resources into hands of the region’s top sales professionals,” said Broker Paul Simon. “That’s terrific news for our home-buying and selling clients.”

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Simon & Salhany Realty will commemorate its transition starting at 5 p.m. today with a ribbon-cutting ceremony and celebration at its Cuyahoga Falls headquarters, 205 W. Portage Trail Extension. Cuyahoga Falls Mayor Don Walters will attend the event as will members of the Stow/Munroe Falls Chamber of Commerce. The Cuyahoga Falls High School Black Tiger Marching Band also will play during the celebration, which is open to the public.

“We proudly welcome Leslee Salhany and her Simon & Salhany Realty team to our network,” said HSF Affiliates CEO Gino Blefari. “The brokerage is respected locally for its service, expertise and integrity, and will represent our brand well in the marketplace.”

About Berkshire Hathaway HomeServices Simon & Salhany Realty

Simon & Salhany Realty is a full-service real estate agency serving Summit, Stark and Portage counties. Visit www.bhhssimonandsalhanyrealty.com for details.

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.

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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