



**BERKSHIRE  
HATHAWAY**  
HomeServices

# NEWS RELEASE



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**FOR IMMEDIATE RELEASE**

## **Berkshire Hathaway HomeServices Launches Second “Good to Know” Advertising Campaign**

**[#GoodToKnow](#)**

*Campaign focuses on brand awareness, agent expertise and consumer diversity*

**IRVINE, CA (March 16, 2015)** – 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, produced by BBDO Minneapolis, positions Berkshire Hathaway HomeServices as a brand that’s “Good to know” when selling or buying homes. It features a [poignant television spot](#) that captures the emotional gamut of the home-sale process. The spot, titled “Calls,” includes vignettes of home sellers who get the call from their Berkshire Hathaway HomeServices agents with the news their homes have sold.

“You immediately sense clients’ relief, excitement and elation as they receive and share the good news with loved ones,” said Gino Blefari, CEO of HSF Affiliates. “Our message captures the honesty of the selling process and demonstrates the true value of our knowledgeable agents.”

The campaign casts a diverse set of home sellers to ensure the commercial reflected real-life experiences and emotions, including a single mother, empty nesters and same-sex partners. “We celebrate the diversity of our clients,” explained Kerry Donovan, Berkshire Hathaway HomeServices vice president for Marketing. “Berkshire Hathaway HomeServices is in business to help everyone with their real estate goals and dreams.”

The campaign launches March 16 with 30- and 15-second spots airing on HGTV, along with print and digital segments in industry trade publications. As part of the campaign, Berkshire Hathaway HomeServices will sponsor HGTV’s popular show *Fixer Upper* featuring remodeling and design pros Chip and Joanna Gaines. In addition, the Gaineses will appear in specially produced short videos featuring design and renovation tips to maximize home-sale potential. Those tips will appear on HGTV and related digital properties.

“We’re excited to be featured on HGTV and work with Chip and Joanna Gaines,” said Donovan. “HGTV is incredibly popular among our key demographics and Chip and Joanna have one of the hottest shows on the network. We anticipate another big step this year for Berkshire Hathaway HomeServices’ brand awareness.”

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### **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](http://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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