



**BERKSHIRE  
HATHAWAY**  
HomeServices

# NEWS RELEASE



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**FOR IMMEDIATE RELEASE**

## **Prudential All American Homes Joins Berkshire Hathaway HomeServices Real Estate Brokerage Network**

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*Fayetteville-based brokerage now operating as Berkshire Hathaway HomeServices All American Homes*

**FAYETTEVILLE, NC (April 28, 2015)** – Berkshire Hathaway HomeServices, part of the HSF Affiliates LLC family of real estate brokerage franchise networks, today announced that Prudential All American Homes has joined the network operating as Berkshire Hathaway HomeServices All American Homes.

“We are the same great brokerage with an incredible new brand,” said Broker/Owner Jay Dowdy. “Our network carries the name of Berkshire Hathaway Inc., one of the world’s most respected and trusted corporations. The brand will provide us with even more distinction in the marketplace, which is great for our agents, clients and listings.”

Since its launch in September 2013, Berkshire Hathaway HomeServices has grown to nearly 35,000 agents and 1,100 offices operating in 47 states. The network last year was named “Startup of the Year” among entrants from a wide range of U.S. industries in the American Business Awards Stevie Awards competition.

Managing Broker Tonya Smith said the brand will help All American Homes grow and recruit. “Our brand is built on Berkshire Hathaway’s core values of trust, integrity, stability and longevity, the same principles our brokerage lives by each day,” Smith explained. “We believe consumers in our region will want to conduct business with Berkshire Hathaway HomeServices, and top agents will want to represent the brand.”

With the transition, All American Homes agents gain access to Berkshire Hathaway HomeServices’ Global Network Platform – a suite of online tools, applications and services – plus ongoing business consultation, professional education and marketing support. Resources include powerful lead generation, a handy mobile app and much more. “Our agents are excited to begin using components of the Global Network Platform,” said Dowdy. “These new tools will further boost our efficiency and help us stay better connected to all our clients and constituents.”

The brokerage will also benefit from Berkshire Hathaway HomeServices’ national advertising campaign.

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The brand, an exclusive sponsor of HGTV's popular show "Fixer Upper" with Chip and Joanna Gaines, just launched the Berkshire Hathaway HomeServices \$50,000 Sweepstakes in conjunction with the show. Through mid-June, viewers may register at [www.50kFixUp.com](http://www.50kFixUp.com) for a chance to win \$50,000 toward a home improvement project. Official rules also are found on the site. The prize will include a design consultation with the Gaineses. "We'd love for the Sweepstakes winner to come from Fayetteville, Hope Mills, Raeford or the greater Fort Bragg area," said Smith. "We urge all area homeowners and potential homeowners to register."

Gino Blefari, CEO of HSF Affiliates, welcomed All American Homes to the network. "Jay, Tonya and their team are respected throughout the region for their expertise and customer care," he said. "We're proud they've chosen to go forward with Berkshire Hathaway HomeServices."

### **About Berkshire Hathaway HomeServices All American Homes**

All American Homes, established in 1984, serves greater Fayetteville, Hope Mills, Raeford and the Fort Bragg military base with three offices and 45 agents. Visit [www.bhhsallamericanhomes.com](http://www.bhhsallamericanhomes.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.

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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