



**BERKSHIRE
HATHAWAY**
HomeServices

NEWS RELEASE



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FOR IMMEDIATE RELEASE

Berkshire Hathaway HomeServices Expands to New Mexico

Prudential Allstar, REALTORS® and Prudential New Mexico Properties Join the new Real Estate Brokerage Network Today

ALBUQUERQUE, NM (May 14, 2014) – Berkshire Hathaway HomeServices, part of the HSF Affiliates LLC real estate brokerage family, today announced that Prudential Allstar, REALTORS® and Prudential New Mexico Properties have joined the network as Berkshire Hathaway HomeServices Allstar, REALTORS® and Berkshire Hathaway HomeServices New Mexico Properties, respectively.

The brokerages, serving the greater Albuquerque metro area, are the most recent additions to a quickly growing roster of affiliates that have joined Berkshire Hathaway HomeServices since September. Berkshire Hathaway HomeServices – recently named “Real Estate Agency Brand of the Year” in the Harris Poll EquiTrend® Study – now spans 37 states with nearly 28,000 agents and 750 offices.

“Our brand transition is a momentous occasion for our brokerages,” said President and Managing Partner Jim Pitts. “By combining our knowledge of the local Albuquerque/Rio Rancho real estate market with Berkshire Hathaway HomeServices’ extensive nationwide network, we now provide our customers with unparalleled strength and excellence in servicing their real estate needs.”

With the transition, Allstar, REALTORS® and New Mexico Properties associates gain access to Berkshire Hathaway HomeServices’ robust technology platform, ongoing business consultation, professional education, marketing support and the Luxury Collection program that adds marketing clout to high-end listings. “New tools and resources now available to us will help extend the reach and efficiency of our sales professionals,” Pitts explained.

Berkshire Hathaway HomeServices will help the brokerages achieve their growth objectives, Pitts added. “We believe consumers will embrace a brand whose namesake is Berkshire Hathaway HomeServices, the world’s most respected corporation according to Barron’s. Likewise, we think sales professionals will want to represent the brand as it’s built for success on values of trust, integrity, stability and longevity.”

The brokerages commemorated their transition yesterday during an agent event at New Mexico Properties’ Academy Road office. Their new Cabernet and Cream yard signs will begin appearing today throughout greater Albuquerque.

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About Berkshire Hathaway HomeServices Allstar, REALTORS® and Berkshire Hathaway HomeServices New Mexico Properties

Allstar, REALTORS® and New Mexico Properties serve the greater Albuquerque metro area with five offices. The companies, full-service brokerages, are independently owned and operated. Visit bhhsallstarrealtors.com and bhhsnmprops.com for details.

About Berkshire Hathaway HomeServices

Berkshire Hathaway HomeServices, based in Irvine, CA, is a new 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, 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.

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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