



**BERKSHIRE
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HomeServices

NEWS RELEASE



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FOR IMMEDIATE RELEASE

Americana Holdings Brokerages Join Berkshire Hathaway HomeServices

Prudential Americana Group, REALTORS® and Prudential Arizona Properties to operate as Berkshire Hathaway HomeServices Nevada Properties and Berkshire Hathaway HomeServices Arizona Properties, respectively

LAS VEGAS, NV and PHOENIX, AZ (April 29, 2014) – Berkshire Hathaway HomeServices, the new real estate brokerage network operated by HSF Affiliates LLC, today announced that Prudential Americana Group, REALTORS® in Las Vegas and Phoenix-based Prudential Arizona Properties have joined the network operating as Berkshire Hathaway HomeServices Nevada Properties and Berkshire Hathaway HomeServices Arizona Properties.

The brokerages, owned and operated by Henderson, NV-based Americana Holdings, are leaders in their respective markets with 21 offices and nearly 2,000 agents combined. They are next in a growing roster of affiliates that have joined the network since its inception last fall. Berkshire Hathaway HomeServices now accounts for nearly 28,000 agents and 750 offices in 37 states.

“We are proud to join Berkshire Hathaway HomeServices, which we consider one of finest developments to come along in real estate,” said Mark Stark, Americana Holdings CEO. “The brand carries the name of Berkshire Hathaway, one of the world’s most trusted and respected corporations. It’s also fresh and exciting – not part of the old guard in real estate – and we’re looking forward to an exceptionally bright future as part of it.”

Stark said Berkshire Hathaway HomeServices is an ideal fit for his brokerages, as the brand is built on core values of trust, integrity, stability and longevity. “We live these values each day,” he said, “and relish the opportunity and responsibility to represent Berkshire Hathaway HomeServices.”

Gordon Miles, Americana Holdings president, said the brand transition launches new chapters in the brokerages’ storied history of growth, innovation and customer care. “We believe real estate consumers in greater Las Vegas and Phoenix will look for the Berkshire Hathaway HomeServices yard sign as a symbol of sound guidance and quality service,” he said. “Top agents looking for a brand that is fresh, intelligent and respected should look no farther than this one.”

With the transition, associates at each brokerage 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 technology and resources now available to us will help extend the reach and efficiency of our agents,” Miles explained. “This means even better service for our home-buying and selling clients.”

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Earl Lee, CEO of HSF Affiliates, applauded the brokerages' transition to Berkshire Hathaway HomeServices. "Mark Stark and Gordon Miles are exceptional leaders and their companies set the standard for quality in their respective markets," he said. "Combined, Americana Holdings companies represented the No. 3 company in the entire Prudential Real Estate network in 2013, and we're proud they're representing Berkshire Hathaway HomeServices."

The brokerages' new Cabernet and Cream yard signs began appearing today throughout greater Las Vegas and Phoenix.

About Berkshire Hathaway HomeServices Nevada Properties and Arizona Properties

Americana Holdings, which includes Berkshire Hathaway HomeServices Nevada Properties and Berkshire Hathaway HomeServices Arizona Properties, serves greater Las Vegas and Phoenix with 21 offices and nearly 2,000 real estate sales executives. Visit www.bhhsnv.com or www.bhhsaz.com for details.

About Berkshire Hathaway HomeServices

Berkshire Hathaway HomeServices, based in Irvine, CA, is a brand-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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