



**BERKSHIRE  
HATHAWAY**  
HomeServices

# NEWS RELEASE



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**FOR IMMEDIATE RELEASE**

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

**[#GoodToKnow](#)**

*Western Springs brokerage now operates as Berkshire Hathaway HomeServices American Homes*

**WESTERN SPRINGS, IL (Dec. 9, 2014)** – Berkshire Hathaway HomeServices, part of the HSF Affiliates LLC family of real estate brokerage franchise networks, today announced that Prudential American Homes has joined the network and is operating as Berkshire Hathaway HomeServices American Homes.

The full-service brokerage joins a growing list of affiliates that has transitioned to the network. Berkshire Hathaway HomeServices now counts 34,223 agents and 1,056 offices in 47 states since its launch in September 2013. The network was already named 2014 “Real Estate Agency Brand of the Year” by consumers in the 26th annual Harris Poll EquiTrend® study and “Startup of the Year” among all U.S. industries at the 2014 American Business Awards.

“We are proud to bring the Berkshire Hathaway HomeServices brand to greater Western Springs,” said Broker/Owner Bonnie Hampton. “The network is fresh, intelligent and respected – a real game-changer. In fact, it’s one of the most compelling branding opportunities to come along in real estate.”

Hampton said the brand will help American Homes grow and better serve clients. “We believe real estate consumers will embrace Berkshire Hathaway HomeServices, as the name is steeped in success and stands for trust, integrity, stability and longevity,” she explained. “Likewise, our agents are excited as the brand provides them with even more distinction in the marketplace.”

As part of the transition, American Homes’ agents gain access to Berkshire Hathaway HomeServices’ Global Network Platform, a robust suite of real estate tools and resources, in addition to the network’s professional education, business consultation and the exclusive Luxury Collection program for high-end listings. Resources include powerful lead generation, a handy mobile app, and other tools fueled by the cleanest, most accurate real estate data available. “Our skilled team now has access to the industry’s finest resources and technology,” Hampton said. “We will take our service to new heights using the Global Network Platform.”

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Stephen Phillips, president of Berkshire Hathaway HomeServices, welcomed the brokerage. “Bonnie and her team are respected for their expertise and customer care,” he said. “We’re pleased they’ve chosen to go forward with Berkshire Hathaway HomeServices.”

American Homes’ new Cabernet and White yard signs are now appearing throughout the marketplace.

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

American Homes is an independently owned, full-service real estate brokerage serving the Western Springs community. Visit [www.bhhsamericanhomes.com](http://www.bhhsamericanhomes.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](http://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](http://www.berkshirehathawayhs.com) for details.

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