



**BERKSHIRE
HATHAWAY**
HomeServices

NEWS RELEASE



18500 Von Karman Avenue, Suite 400
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FOR IMMEDIATE RELEASE

Prudential American Realty Center Joins Berkshire Hathaway HomeServices Real Estate Brokerage Network

Ohio brokerage to operate as Berkshire Hathaway HomeServices American Realty Center

PICKERINGTON, OH (Aug. 20, 2014) – Berkshire Hathaway HomeServices, the real estate brokerage network operated by HSF Affiliates LLC, today announced that Prudential American Realty Center will operate as Berkshire Hathaway HomeServices American Realty Center.

The full-service brokerage, which is locally owned and operated, joins a growing roster of affiliates that have joined the network since September 2013. Berkshire Hathaway HomeServices now counts more than 32,000 agents and 957 offices in 46 states.

American Realty Center, which has served central Ohio's Franklin, Fairfield, Delaware, Pickaway, Madison and Union counties for more than 10 years, has built its reputation on top-notch client service and talented agents with deep community ties.

Joe Mosher, managing partner and co-owner of American Realty Center, said the Berkshire Hathaway HomeServices brand will appeal to his established client base and also attract new customers. "We see this transition as an opportunity to grow in our community," Mosher said. "The brand is fresh and smart, built on Berkshire Hathaway's values of trust, integrity, stability and longevity, and will resonate well in our marketplace."

With the transition, American Realty Center agents gain access to Berkshire Hathaway HomeServices' Global Network Platform – a robust suite of real estate tools and resources – plus professional education, business consultation and the exclusive Luxury Collection program for high-end listings.

Dan Gregor, American Realty Center's broker of record and co-owner, said his agents are looking forward to a fresh start with the new brand. "There is palpable excitement among our agents, and we are already receiving inquiries about the new name," said Gregor. "This transition positions us well for increased productivity and growth."

Stephen Phillips, president of Berkshire Hathaway HomeServices, welcomed American Realty Center to the network. "Joe, Dan and the American Realty Center team have established themselves as industry leaders in central Ohio and we are proud they will be representing our brand," Phillips said.

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American Realty Center's Cabernet and White yard signs are now appearing throughout central Ohio. For more information, visit www.BHHSARC.com.

About Berkshire Hathaway HomeServices American Realty Center

American Realty, based in Pickerington, has been serving Franklin, Fairfield, Delaware, Pickaway, Madison and Union counties for more than 10 years. The company conducts business with the highest regard for ethics, fair housing practices and a fundamental belief in the right to own real property. For more information, visit www.BHHSARC.com.

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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