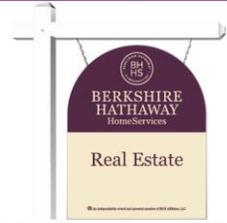




**BERKSHIRE
HATHAWAY**
HomeServices

NEWS RELEASE



18500 Von Karman Avenue, Suite 400
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FOR IMMEDIATE RELEASE

Berkshire Hathaway HomeServices Launches 2017 ‘Love Your Home’ Sweepstakes

[#GoodToKnow](#)

Contest offers \$50,000 grand prize and a dozen \$2,500 weekly prizes; contest runs in conjunction with HGTV’s popular Good Bones series

IRVINE, CA (March 27, 2017) – Berkshire Hathaway HomeServices, part of the HSF Affiliates LLC family of real estate brokerage franchise networks, today launched its Love Your Home Sweepstakes promising a total of \$80,000 in cash prizes. The sweepstakes, held in conjunction with HGTV’s new hit series *Good Bones*, runs through June 16.

To enter the sweepstakes, viewers simply register at www.LoveYourHomeSweeps.com for a chance to win one of 12 weekly \$2,500 prizes or the \$50,000 grand prize. The first winner will be announced in early April followed by weekly announcements through June 16. The grand prize winner will be named in early July.

This is Berkshire Hathaway HomeServices’ third sweepstakes with HGTV. Last year’s contest generated more than 3.3 million entrants; a Trussville, AL father of four won the \$50,000 grand prize.

“Our sweepstakes continues to generate excitement and enthusiasm for the Berkshire Hathaway HomeServices brand,” said Gino Blefari, CEO of the network. “We look forward to another successful campaign in 2017, and our team is excited to announce multiple winners in the coming weeks.”

Love Your Home Sweepstakes is part of Berkshire Hathaway HomeServices’ national advertising campaign launched in mid-March, which features a poignant [television spot](#) that allows viewers to feel the importance of home though the word “home” is never mentioned. The spot, entitled “Place,” includes vignettes of people in locations both near and far from where they live, acknowledging no matter where life takes you, there truly is no place like home.

“HGTV’s core demographic of viewers aligns seamlessly with our target consumer audience, making it an ideal fit for our national marketing campaign,” said Kerry Donovan, vice president of Marketing for Berkshire Hathaway HomeServices.

On *Good Bones*, mother-daughter stars Mina Starsiak and Karen E Laine renovate homes near downtown Indianapolis. “The show highlights the immense value of homeownership and that message ties into the central idea behind our Love Your Home Sweepstakes,” Donovan said.

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Good Bones stars Starsiak and E Laine will also appear in vignettes featuring “Good to Know” home design and renovation tips that will appear on HGTV and Scripps Networks Interactive digital properties.

Starsiak and E Laine recently attended Berkshire Hathaway HomeServices’ 2017 Sales Convention in Phoenix to promote the sweepstakes and association with the brand.

“Our network is excited about the Love Your Home Sweepstakes,” said Stephen Phillips, president of Berkshire Hathaway HomeServices. “With a total of 13 prize winners and a lot of money at stake, we expect this year’s contest to generate an incredible amount of fun and engagement with our brand.”

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. Visit www.berkshirehathawayhs.com for details.

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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