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HomeServices

NEWS RELEASE



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Berkshire Hathaway HomeServices Names Grand Prize Winner of its Love Your Home Sweepstakes

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Trussville, AL resident claims \$50,000 top prize; contest held in conjunction with HGTV and its popular show 'Love It or List It'

IRVINE, CA (Aug. 3, 2016) – Berkshire Hathaway HomeServices, part of the HSF Affiliates LLC family of real estate brokerage franchise networks, today announced the winner of its Love Your Home Sweepstakes held during the spring in conjunction with HGTV and its hit show *Love It or List It*. Todd Villari, a Trussville, AL, father of four and HGTV enthusiast, was drawn for a \$50,000 cash prize from among more than 3.3 million sweepstakes entries.

The entrant total more than doubled the total of Berkshire Hathaway HomeServices' first sweepstakes a year ago. "My initial reaction was 'no way!'" said Villari. "I immediately called my wife, Keeley, and her first reaction was the same, 'no way!'"

Berkshire Hathaway HomeServices launched the Love Your Home Sweepstakes in March with TV spots that aired in spring. The real estate brokerage network also sponsored vignettes featuring "Good to Know" home design and renovation tips that appeared on HGTV and on Scripps Networks Interactive digital properties, including those for HGTV, DIY Network, Food Network, Cooking Channel, Travel Channel and Great American Country.

Love Your Home Sweepstakes offered another \$30,000 in weekly prize drawings with \$2,500 going to 12 winners around the country.

"Our goal with this year's sweepstakes was to have more winners and keep the fun going from start to finish," said Gino Blefari, CEO of Berkshire Hathaway HomeServices. "We congratulate grand prize winner Todd Villari and all our weekly winners and wish them well in the years ahead."

Villari lives in a historic neighborhood in Trussville, a suburb of Birmingham. He recently started renovating his home and said he'll use a portion of his winnings to pay for those upgrades. The balance will go toward additional home projects, such as a new garage or kitchen. "Choosing which project is still under discussion between my wife and me," Villari said. "We're excited, no matter which way we go."

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Villari said he signed up for the sweepstakes late one night while watching *Love It or List It*, one of his favorite shows. On overcoming sizeable odds to win the top prize, Villari explained: "Someone has to win so it may as well be you," he said. "My advice to anyone is take a few minutes and enter the [promotion]. It can pay off."

Stephen Phillips, president of Berkshire Hathaway HomeServices, said the real estate brokerage network is planning another promotion for spring 2017. "The sweepstakes is part of our broader national marketing campaign to promote our brand," he said. "We're pleased by the results of each promotion and the excitement and engagement generated between consumers and Berkshire Hathaway HomeServices."

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, has grown to nearly 43,000 agents and 1,200+ offices operating in 47 states since its launch in September 2013.

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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