



BERKSHIRE
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HomeServices

NEWS RELEASE



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FOR IMMEDIATE RELEASE

Berkshire Hathaway HomeServices Announces Formation of REthink Council

New group of top-producing young agents and brokers to serve on advisory council for the new brand

IRVINE, CA (Nov. 8, 2013) – Berkshire Hathaway HomeServices, the new real estate brokerage network operated by HSF Affiliates LLC, today announced the selection of 10 innovative, young agents and brokers from among the network to serve as inaugural members of REthink Council.

Members were selected through a nominating process for their outstanding professional achievements and contribution to their communities and offices, each member an exemplary agent or broker with proven integrity, business acumen and drive. During their two-year term, council members will seek to enhance the Berkshire Hathaway HomeServices network, provide feedback to network leadership and benefit other professionals in the industry.

“The REthink Council is an opportunity to harness the ingenuity of these young professionals and turn that power to the advantage of the network and the industry,” said Earl Lee, CEO of HSF Affiliates LLC. “It’s a new era in real estate and this council will better connect us with a large and emerging generation of home buyers and sellers.”

Council founder and chief advisor Vince Leisey, broker/owner of Omaha, NE-based Ambassador Real Estate, which will operate as Berkshire Hathaway HomeServices Ambassador Real Estate starting in December, expressed similar enthusiasm about the new organization. “Just as the name suggests, this is our chance to rethink the way real estate is conducted for the greatest effectiveness and efficiency,” he said.

REthink Council members include: Mark Brace, Preferred, REALTORS® (soon to be Berkshire Hathaway HomeServices Michigan Real Estate), Grand Rapids, MI; Adam Briley, Ambassador Real Estate (soon to be Berkshire Hathaway HomeServices Ambassador Real Estate), Omaha, NE; Carrie Foley, Berkshire Hathaway HomeServices Northwest Real Estate, Lynnwood, WA; Kim Gellatly, Berkshire Hathaway HomeServices Northwest Real Estate, Lake Oswego, OR; Jill Griffin, Real Estate of the Rockies (soon to be Berkshire Hathaway HomeServices Real Estate of the Rockies), Denver, CO; Carl Guild, Berkshire Hathaway HomeServices New England Properties, East Hampton, CT; Marsha Kotlyar, Berkshire Hathaway HomeServices California Properties, Montecito, CA; Chuck MacPhee, Georgia Realty (soon to be Berkshire Hathaway HomeServices Georgia Properties), Atlanta, GA; Player Murray, Berkshire Hathaway HomeServices York Simpson Underwood Realty, Cary, NC; and Margaux Genovese Pelegrin, Fox & Roach, REALTORS® (soon to be Berkshire Hathaway HomeServices Fox & Roach, REALTORS®), Philadelphia, PA.

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Council Member Player Murray, managing broker at Berkshire Hathaway HomeServices York Simpson Underwood Realty, said the REthink Council “stands to redefine the real estate industry” and will make a positive impact on the growth of the Berkshire Hathaway HomeServices brand. “I look forward to working with other council members to enhance our business and use our collective knowledge and passion for real estate to help others succeed.”

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.

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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