



**BERKSHIRE  
HATHAWAY**  
HomeServices

# NEWS RELEASE



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**FOR IMMEDIATE RELEASE**

## **Berkshire Hathaway HomeServices Announces Winner of its \$50,000 Sweepstakes**

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*Lawrenceburg, KY resident claims cash prize in contest held in conjunction with HGTV and hit TV show 'Fixer Upper'*

**IRVINE, CA (July 8, 2015)** – Berkshire Hathaway HomeServices, part of the HSF Affiliates LLC family of real estate brokerage franchise networks, today announced the winner of its \$50,000 Sweepstakes held during the spring in conjunction with HGTV and its popular show “Fixer Upper.” Barbara Wakefield, a Lawrenceburg, KY housewife and grandmother, was drawn for the cash prize from among more than 1.5 million sweepstakes entries.

The prize includes a design consultation with show hosts Chip and Joanna Gaines, who are remodeling and design pros. “We are stunned and so blessed,” said Wakefield, who lives on a farm outside Lawrenceburg with Richard, her husband of 50 years. “We are retired and will put the Sweepstakes money to good use.”

Berkshire Hathaway HomeServices launched the \$50,000 Sweepstakes in March with TV spots and DIY vignettes featuring the Gaineses and a digital campaign appearing across Scripps Networks. Consumer registrations during the \$50,000 Sweepstakes set a record for similar contests on HGTV. Berkshire Hathaway HomeServices affiliates were put in contact with consumers who expressed interest in buying and selling homes.

“We are delighted with our \$50,000 Sweepstakes and the amount of people who registered to win,” said Gino Blefari, CEO of HSF Affiliates. “On behalf of all Berkshire Hathaway HomeServices affiliates and our support team at HSF Affiliates, we congratulate Barbara Wakefield and wish her well with her home improvement.”

Wakefield said timing couldn’t be better for the \$50,000 Sweepstakes windfall. Her husband and two sons in law have begun renovating her kitchen and fixing structural issues within her home, which was built about a hundred years ago. “There are lots of reasons to renovate and a sagging floor is as good as any,” she said with a laugh. Wakefield will also replace her appliances, including a 35-year-old stove.

The Wakefields began watching “Fixer Upper” this spring and appreciate that the show helps everyday people find and create dream homes through renovation. “We especially like Chip and Joanna Gaines and the way they work together to make homes terrific,” said Barbara Wakefield. “You can tell that they love and respect each other, which shows in the quality work they do for others.

“My husband Richard and I treat each other the same way, and we have 50 great years together to prove it,” Barbara Wakefield added.

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Stephen Phillips, president of Berkshire Hathaway HomeServices, said the network is already planning a similar promotion for 2016. “We love the enthusiasm and engagement shown by consumers toward Berkshire Hathaway HomeServices and the \$50,000 Sweepstakes,” he said. “We want to make an even greater impact next year.”

### **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 38,000 agents and 1,100+ 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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