

FOR IMMEDIATE RELEASE

**Aspen Snowmass Properties | BJ Adams and Company
Will Join Berkshire Hathaway HomeServices
Real Estate Brokerage Network**

[#GoodToKnow](#)

*Largest independent Aspen, CO-based brokerage will operate as
Berkshire Hathaway HomeServices Aspen Snowmass Properties*

ASPEN, CO (Sept. 21, 2015) – Berkshire Hathaway HomeServices, part of the HSF Affiliates LLC family of real estate brokerage franchise networks, today announced that Aspen’s largest independent brokerage, Aspen Snowmass Properties | BJ Adams and Company, will join the network and operate as Berkshire Hathaway HomeServices Aspen Snowmass Properties starting December 1, 2015.

The independent brokerage, an industry leader for more than 20 years, operates offices in Aspen and Snowmass Village. Broker/Owner BJ Adams said the new brand will be an ideal fit in both locations. “Our management team made the decision to affiliate with Berkshire Hathaway HomeServices because it’s a strong brand built on trust, integrity, stability and longevity. What differentiates us from our competitors is our team of talented professionals, so it was very important to us that the brand’s core values were aligned with our own.”

Berkshire Hathaway HomeServices has grown to 36,511 agents and more than 1,100 offices operating in 47 states since its launch in September 2013. The network last year was named “Startup of the Year” among entrants from a wide range of U.S. industries in the American Business Awards Stevie Awards competition.

Following their transition, Aspen Snowmass Properties agents will gain access to Berkshire Hathaway HomeServices’ Global Network Platform – a robust suite of real estate tools and resources – plus professional education, business consultation, national marketing support and the exclusive Luxury Collection program for high-end listings. Resources include powerful lead generation, an excellent mobile app, social media support and more.

The company plans to accelerate its growth projections as a result of its affiliation. Michael Adams, president of Aspen Snowmass Properties, said that Berkshire Hathaway HomeServices’ marketing capabilities and technology tools helped influence the decision to transition, as well. “Combining the brand’s advanced technology, market resources and name recognition with our consistent performance will attract new business and talent,” he said.

--more--

2-2-2

“We plan to expand our agent count meaningfully in the next two years, and we believe the Berkshire Hathaway HomeServices brand will provide us with the proper tools to meet our growth goals,” Adams added.

Gino Blefari, CEO of HSF Affiliates, welcomed the announcement. “BJ, Michael and their team have a longstanding commitment to excellence and provide exceptional service to their clients,” he said. “We’re proud to welcome them to Berkshire Hathaway HomeServices.”

About Berkshire Hathaway HomeServices Aspen Snowmass Properties

Berkshire Hathaway HomeServices Aspen Snowmass Properties is a full-service real estate brokerage with offices in Aspen and Snowmass Village, CO. The longstanding brokerage has established itself as a leader in the region and is committed to providing exceptional customer service through its knowledgeable and experienced team of professionals. The company has earned multiple national marketing awards, as well as numerous “Local’s Choice Best Real Estate Company” nods in Aspen. They are consistently one of the top-producing companies in Aspen/Snowmass, despite significantly larger competitors.

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.

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.

Prudential, the Prudential logo and the Rock symbol are service marks of Prudential Financial, Inc. and its related entities, and are used under license with no other affiliation with Prudential.

Media Contacts:

Kevin Ostler

(949) 794-7980

kevinostler@hsfranchise.com

Marisa Mulqueen

(212) 704-8112

marisa.mulqueen@edelman.com