



**BERKSHIRE  
HATHAWAY**  
HomeServices

# NEWS RELEASE



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FOR IMMEDIATE RELEASE

## **Beach Properties of Florida to Join Berkshire Hathaway HomeServices Real Estate Brokerage Network**

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*Independent brokerage will operate as Berkshire Hathaway HomeServices Beach Properties of Florida*

**SANTA ROSA BEACH, FL (Nov. 23, 2015)** – Berkshire Hathaway HomeServices, part of the HSF Affiliates LLC family of real estate brokerage franchise networks, today announced that independent brokerage Beach Properties of Florida will join the network in January operating as Berkshire Hathaway HomeServices Beach Properties of Florida.

The company, one of Northwest Florida’s leading brokerages, will become part of a network that in just 26 months has grown to more than 40,000 agents and 1,200 offices across America. The brand’s namesake is Berkshire Hathaway Inc., one of the world’s most trusted and respected corporations.

“We’re proud to represent Berkshire Hathaway HomeServices along Florida’s Emerald Coast and throughout greater Northwest Florida,” said Broker/Partner Hunter Harman. “The brand is well respected and ideally suited for all clients, particularly those seeking high-end, resort and second homes.”

“We couldn’t have chosen a better brokerage network,” added Price Rainer, partner and sales executive. “Berkshire Hathaway HomeServices is fresh and smart – not part of the old guard in real estate. The brand will provide our agents with even more distinction in our markets.”

Beach Properties of Florida, founded in 2007, leads its market for sales volume and average sales price, reflecting its dominance in the luxury-home arena. The brokerage, which also boasts a formidable new homes division, benefits from strategic alliances with many of the area’s top developers and landholders.

Accelerated growth is part of the company’s strategic plan, explained J.D. Sullivan, partner and sales executive. “We’re stepping into a bold, new future at Beach Properties of Florida,” he explained.

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“A top priority is to expand our presence throughout the region and we’ll do so through acquisition and by adding skilled agents. We believe the combination of our brokerage and Berkshire Hathaway HomeServices will be tough to beat in Northwest Florida.”

With their transition, Beach Properties of Florida agents will gain access to Berkshire Hathaway HomeServices’ Global Network Platform – a suite of online tools, applications and services – plus ongoing business consultation, professional education, national marketing support and the exclusive Luxury Collection program for high-end listings. Resources include powerful lead generation, a social media platform, a handy mobile app, the Videolicious video-production app and more.

Gino Blefari, CEO of HSF Affiliates, welcomed Beach Properties of Florida. “This fine company has it all – quality leadership, top agents and a wonderful reputation,” he said. “We’re excited they’ve chosen Berkshire Hathaway HomeServices for their future.”

### **About Berkshire Hathaway HomeServices Beach Properties of Florida**

Beach Properties of Florida is a full-service real estate agency serving communities along Scenic Highway 30A including Rosemary Beach, Seagrove Beach, Seaside, WaterColor, WaterSound Beach and the neighboring areas of Destin and Panama City Beach.

### **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](http://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.

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