



**BERKSHIRE  
HATHAWAY**  
HomeServices

# NEWS RELEASE



18500 Von Karman Avenue, Suite 400  
Irvine, CA 92612

**FOR IMMEDIATE RELEASE**

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

*Leading Northwest Florida brokerage now operates as  
Berkshire Hathaway HomeServices Beach Properties of Florida*

**SANTA ROSA BEACH, Fla. (Jan. 19, 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 joined the network operating as Berkshire Hathaway HomeServices Beach Properties of Florida.

Berkshire Hathaway HomeServices has grown to more than 40,000 agents and 1,200 offices operating across 47 states since its launch in September 2013. Beach Properties of Florida, founded in 2007, currently leads its marketplace for sales volume and average sales price. The brokerage is also a force in the region's luxury and resort markets, and it benefits from strategic relationships with local builders.

"Berkshire Hathaway HomeServices is an ideal match for our company," explained Broker/Partner Hunter Harman. "The brand, whose namesake is Berkshire Hathaway Inc., already enjoys broad consumer appeal. It will resonate nicely in high-end and resort communities where we conduct much of our business."

John David Sullivan, partner and sales executive, said network affiliation supports the firm's strategic growth initiatives. "Our objective is to serve more clients along the Emerald Coast and throughout Northwest Florida," he explained. "The Berkshire Hathaway HomeServices brand only adds to our momentum and provides us even more distinction in the marketplace."

Beach Properties of Florida serves South Walton communities along Scenic Highway 30A and nearby Destin and Panama City Beach. The brokerage this spring will open a new office in Panama City Beach as part of the Pier Park North retail hub. The office will be located at 15750 Panama City Beach Pkwy., Unit 140. "We're thrilled about our new location as it faces the well-traveled Highway 98 in prime retail space," said Price Rainer, partner and sales executive.

The brokerage will commemorate its transition today with an agent luncheon at the Watercolor Inn &

**--more--**

## 2-2-2

Resort in Santa Rosa Beach. Agents will also receive training on Berkshire Hathaway HomeServices' Global Network Platform, a suite of online real estate tools, services and apps.

"We're thrilled to welcome Beach Properties of Florida to our Berkshire Hathaway HomeServices family," said HSF Affiliates CEO Gino Blefari, who with Chris Stuart, the network's vice president for franchise sales, will attend the luncheon. "This company has a strong reputation in the marketplace and will be a wonderful ambassador for our brand."

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

Beach Properties of Florida is a full-service real estate agency serving the South Walton communities along Scenic Highway 30A including Rosemary Beach, Seagrove Beach, Seaside, WaterColor, WaterSound Beach and the neighboring areas of Destin and Panama City Beach. Visit [www.BHHSBeachPropertiesofFlorida.com](http://www.BHHSBeachPropertiesofFlorida.com) for details.

### **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.

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](mailto:kevinostler@hsfranchise.com)

Marisa Pincas

(212) 704-8112

[marisa.pincas@edelman.com](mailto:marisa.pincas@edelman.com)