



**BERKSHIRE
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HomeServices

NEWS RELEASE



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FOR IMMEDIATE RELEASE

Prudential Benjamin Real Estate Joins Berkshire Hathaway HomeServices Real Estate Brokerage Network *#GoodToKnow*

Lehigh Valley brokerage to operate as Berkshire Hathaway HomeServices Benjamin Real Estate

Allentown, PA (Sept. 9, 2014) – Berkshire Hathaway HomeServices, the real estate brokerage network operated by HSF Affiliates LLC, today announced that Prudential Benjamin Real Estate has joined the network and is now operating as Berkshire Hathaway HomeServices Benjamin Real Estate.

Broker/Owner Charlie Breidinger and Associate Broker/Manager Jackie Breidinger have operated Benjamin Real Estate since 1974. The company's namesake is their son Benjamin, who is a licensed real estate broker and has been with the company since 1994. Its strong, local reputation is based on the quality relationships it has established with clients, agents and employees. The Breidingers said they are proud to carry forward their traditions with Berkshire Hathaway HomeServices.

"We are elated to bring Berkshire Hathaway HomeServices to our Lehigh Valley markets," said Charlie Breidinger. "Our record of client service and satisfaction, combined with the brand reputation and resources of Berkshire Hathaway HomeServices, will help us grow far into the future."

Jackie Breidinger added that the brand's technology platform will extend her brokerage's reach and efficiency. With their transition, Benjamin Real Estate agents gain access to Berkshire Hathaway HomeServices' Global Network Platform – a robust suite of real estate tools and resources – plus professional education, business consultation, marketing support and the exclusive Luxury Collection program that provides marketing clout for high-end listings.

"Our tech-savvy team will plug right in to these resources," Jackie Breidinger explained. "We've got powerful new lead generation and a terrific mobile application, among other resources, and customers will love home-search and home-valuation tools available on our new website www.bhhsbre.com."

The Breidingers and their agents will commemorate the brand transition this afternoon with a ribbon-cutting ceremony attended by local chambers of commerce members and other officials. Benjamin Real Estate's new "Cabernet and White" yard signs are now appearing throughout Lehigh Valley.

Stephen Phillips applauded the brokerage's transition. "Benjamin Real Estate is a strong company with an excellent reputation for customer care," he said. "We're pleased they've chosen to go forward with Berkshire Hathaway HomeServices."

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About Berkshire Hathaway HomeServices Benjamin Real Estate

Benjamin Real Estate's mission is to meet the real estate needs of buyers and sellers with professional agents whose expertise will continue to be valued by the people and communities they serve. Visit www.bhhsbre.com for details.

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. Berkshire Hathaway HomeServices in early 2014 was named "Real Estate Agency Brand of the Year" by consumers in the 26th annual Harris Poll EquiTrend® study of the largest real estate networks. 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.

Berkshire Hathaway HomeServices received the highest numerical Equity Score among real estate brands included in the 2014 Harris Poll EquiTrend® Study. Visit www.berkshirehathawayhs.com for details.

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