



**BERKSHIRE
HATHAWAY**
HomeServices

NEWS RELEASE



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FOR IMMEDIATE RELEASE

Prudential Bridgeport, REALTORS® , Inc. Joins Berkshire Hathaway HomeServices Real Estate Brokerage Network

#GoodToKnow

*Southeastern Missouri brokerage is now operating as Berkshire Hathaway HomeServices
Bridgeport REALTORS®*

CAPE GIRARDEAU, MO (March 4, 2015) – Berkshire Hathaway HomeServices, part of the HSF Affiliates LLC family of real estate brokerage franchise networks, today announced that Prudential Bridgeport, REALTORS® , Inc. has joined the network operating as Berkshire Hathaway HomeServices Bridgeport REALTORS® .

“We proudly move to a bold, new era as an affiliate of Berkshire Hathaway HomeServices,” said Broker/Owner Roger Skinner, who has owned and operated the brokerage since 1980. “The brand’s namesake is Berkshire Hathaway Inc., one of the world’s respected and trusted corporations. We think this brand will be warmly embraced by clients and real estate professionals throughout our region.”

Berkshire Hathaway HomeServices has grown rapidly since its launch 18 months ago, and now counts nearly 35,000 agents and 1,100 offices operating in 47 states. In its first year the network was named 2014 “Real Estate Agency Brand of the Year” by consumers in the 26th annual Harris Poll EquiTrend® study and “Startup of the Year” among all U.S. industries at the 2014 American Business Awards.

Skinner said the brand will help his brokerage grow in the marketplace. “We believe consumers will look for our Cabernet and White yard signs as symbols of top-rate service, professionalism and prestige,” he said. “Likewise, we believe local real estate professionals will want to carry the Berkshire Hathaway HomeServices name on their business cards.”

With their transition, Bridgeport REALTORS® agents gain access to Berkshire Hathaway HomeServices’ powerful Global Network Platform – a suite of online tools, applications and services – plus ongoing business consultation, professional education and marketing support. Resources include lead generation, a handy mobile app, and other tools driven by the cleanest, freshest real estate data available.

Bridgeport REALTORS® commemorated its brand transition yesterday with a ribbon-cutting ceremony and celebration. The company’s new yard signs are now appearing throughout the region.

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Gino Blefari, CEO of HSF Affiliates, applauded the brokerage's transition. "Bridgeport REALTORS® is a terrific, family-owned brokerage that's respected for its customer care and professionalism," he said. "We're proud to welcome Roger and his team to Berkshire Hathaway HomeServices."

About Berkshire Hathaway HomeServices Bridgeport REALTORS®

Bridgeport REALTORS®, a full-service brokerage, has served Southeastern Missouri since 1980. Visit www.bhhsbridgeportrealtors.com 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. 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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