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HomeServices

NEWS RELEASE



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FOR IMMEDIATE RELEASE

Brokers of Jackson Hole LLC Joins Berkshire Hathaway HomeServices Real Estate Brokerage Network

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Local brokerage now operating as Berkshire Hathaway HomeServices Brokers of Jackson Hole Real Estate

JACKSON HOLE, WY (May 21, 2015) – Berkshire Hathaway HomeServices, part of the HSF Affiliates LLC family of real estate brokerage franchise networks, today announced that independent Brokers of Jackson Hole LLC has joined the network operating as Berkshire Hathaway HomeServices Brokers of Jackson Hole Real Estate.

“By joining Berkshire Hathaway HomeServices we feel we’re leveling the playing field in our Jackson Hole marketplace,” said Associate Broker/Owner Kurt Harland. “The brand’s namesake is Berkshire Hathaway Inc., one of the world’s most trusted and respected corporations. It’s ideally suited for greater Jackson Hole and clients seeking to sell and buy high-end, resort and ranch properties.”

Berkshire Hathaway HomeServices has grown to nearly 37,000 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.

Responsible Broker Courtney Campbell said the network will help Brokers of Jackson Hole Real Estate grow. “The Berkshire Hathaway HomeServices brand already has a strong national footprint and will soon expand internationally,” she explained. “We will take advantage of the network’s active referral network and lead-generation system.”

As part of their transition, Brokers of Jackson Hole Real Estate agents gain access to Berkshire Hathaway HomeServices’ Global Network Platform – a suite of online tools, applications and services – plus ongoing business consultation, professional education and marketing support. Resources include powerful lead generation, a handy mobile app and much more. “With this tool suite our skilled agents will take their service to new heights,” said Campbell. “We will be our very best for clients.”

The brokerage will also benefit from Berkshire Hathaway HomeServices’ national advertising campaign. The brand, an exclusive sponsor of HGTV’s hit show “Fixer Upper” with Chip and Joanna Gaines, just launched the Berkshire Hathaway HomeServices \$50,000 Sweepstakes in conjunction with the show.

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Through mid-June, viewers may register at www.50kFixUp.com for a chance to win \$50,000 toward a home-improvement project. Official rules also are found on the site. The prize will include a design consultation with the Gaineses. “We’d love for one of our clients to win the Sweepstakes,” said Campbell, encouraging all local homeowners and potential homeowners to register.

Brokers of Jackson Hole Real Estate will commemorate its brand transition tonight with a ribbon-cutting ceremony and celebration at its Jackson Hole headquarters, 140 N. Cache St. The event, open to the public, will take place from 5-7 p.m.

Gino Blefari, CEO of HSF Affiliates, welcomed the brokerage. “Brokers of Jackson Hole Real Estate has earned a terrific reputation locally,” he explained. “We’re proud the company is now part of Berkshire Hathaway HomeServices.”

About Berkshire Hathaway HomeServices Brokers of Jackson Hole Real Estate

Brokers of Jackson Hole Real Estate is a full-service brokerage serving greater Jackson Hole, Star Valley and Teton County, Idaho and Wyoming. The brokerage, with deep and long-standing ties to the Jackson Hole community, conducts business with the highest regard for ethics, fair housing practices and a fundamental belief in the right to own real property. Visit www.bhhsjacksonhole.com.

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.

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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