



**BERKSHIRE  
HATHAWAY**  
HomeServices

# NEWS RELEASE



18500 Von Karman Avenue, Suite 400  
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FOR IMMEDIATE RELEASE

## **Prudential Cambridge Realty Joins Berkshire Hathaway HomeServices Real Estate Brokerage Network**

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*Greenwood brokerage to operate as Berkshire Hathaway HomeServices Cambridge Realty*

**GREENWOOD, SC (Oct. 2, 2014)** – Berkshire Hathaway HomeServices, part of the HSF Affiliates LLC family of real estate brokerage franchise networks, today announced that Prudential Cambridge Realty has joined the network and is now operating as Berkshire Hathaway HomeServices Cambridge Realty.

The brokerage, which is locally owned and operated, joins a growing roster of affiliates that have joined the network since September 2013. Berkshire Hathaway HomeServices now counts more than 33,300 agents and 1,014 offices in 47 states.

“Our brand’s namesake, Berkshire Hathaway Inc., is one of the world’s most trusted and respected corporations,” said Cambridge Realty Broker/Owner Billy Baer. “We’re proud to represent Berkshire Hathaway HomeServices and uphold its core values of trust, integrity, stability and longevity.”

Baer said the brand has already caught the attention of local consumers. “Clients are excited that Berkshire Hathaway HomeServices has come to Greenwood,” he explained. “Our agents are more than ready for a new era as part of the brand, and they now have great real estate tools that will add to their distinction.”

With the transition, Cambridge Realty 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 for high-end listings. The platform includes power lead generation and a handy mobile app driven by the cleanest and most accurate real estate information available.

Stephen Phillips, president of Berkshire Hathaway HomeServices, welcomed Cambridge Realty to the network. “Billy Baer and his team are well respected in the South Carolina Lakelands area,” he said. “They are fine representatives of our Berkshire Hathaway HomeServices brand.”

Cambridge Realty will commemorate its brand transition today at 3 p.m. with a ribbon-cutting ceremony at its Greenwood headquarters at 1717 Bypass 72 N.E. Mayor Welborn Adams and members

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of the Greenwood Area Chamber of Commerce will attend the event.

The brokerage's Cabernet and Cream yard signs are now appearing throughout the Lakelands area.

### **About Berkshire Hathaway HomeServices Cambridge Realty**

Greenwood, SC-based Cambridge Realty serves the Lakelands region including Greenwood, Abbeville, Laurens, McCormick, Calhoun Falls and Newberry counties. The company conducts business with the highest regard for ethics, fair housing practices and a fundamental belief in the right to own real property. For more information visit [www.BHHSCambridgeRealty.com](http://www.BHHSCambridgeRealty.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. 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](http://www.berkshirehathawayhs.com).

Irvine, CA-based HSF Affiliates LLC operates the 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](http://www.berkshirehathawayhs.com) for details.

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