



**BERKSHIRE
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HomeServices

NEWS RELEASE



18500 Von Karman Avenue, Suite 400
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FOR IMMEDIATE RELEASE

Prudential Cape Shores Real Estate Joins Berkshire Hathaway HomeServices Real Estate Brokerage Network

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Wellfleet-based brokerage now operating as Berkshire Hathaway HomeServices Cape Shores Real Estate

WELLFLEET/CAPE COD, MA (May 19, 2015) – Berkshire Hathaway HomeServices, part of the HSF Affiliates LLC family of real estate brokerage franchise networks, today announced that Prudential Cape Shores Real Estate has joined the network operating as Berkshire Hathaway HomeServices Cape Shores Real Estate.

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.

“We are the same great company with a powerful new brand alliance,” said Broker/Owner Amanda Robinson. “Berkshire Hathaway HomeServices’ namesake is Berkshire Hathaway Inc., one of the world’s most respected and trusted organizations. Our new brand will provide us with even more distinction in the marketplace and will add marketing clout and prestige to every Cape Shores Real Estate transaction.”

Robinson said her company will grow as a result of the affiliation. “There is a buzz in our market about the arrival of Berkshire Hathaway HomeServices,” she explained. “Clients want to know more about our brand and how it can help them with their real estate goals and dreams. Similarly, we believe our new brand will help us recruit top real estate professionals.”

With their affiliation, Cape Shores 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.

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. "It would be wonderful if the winner came from Lower Cape Cod," said Robinson. "All local homeowners should register for the Sweepstakes."

Cape Shores Real Estate will commemorate its brand transition Saturday, May 23 with an open house event at its Wellfleet headquarters, located at 282 Main St. The celebration, open to the public, will take place from 2-4 p.m. and will include refreshments and door prizes.

About Berkshire Hathaway HomeServices Cape Shores Real Estate

Cape Shores Real Estate is a full-service brokerage serving Wellfleet and the greater Cape Cod area. The brokerage, serving the market since 1998, conducts business with the highest regard for ethics, fair housing practices and a fundamental belief in the right to own real property. Visit www.bhscapeshores.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.

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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