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HomeServices

NEWS RELEASE



18500 Von Karman Avenue, Suite 400
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FOR IMMEDIATE RELEASE

Prudential Carolina Sun Real Estate Joins Berkshire Hathaway HomeServices Real Estate Brokerage Network

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Mount Pleasant brokerage to operate as Berkshire Hathaway HomeServices Carolina Sun Real Estate

MOUNT PLEASANT, SC (Nov. 4, 2014) – Berkshire Hathaway HomeServices, part of the HSF Affiliates LLC family of real estate brokerage franchise networks, today announced that Prudential Carolina Sun Real Estate has transitioned to the brand and is operating as Berkshire Hathaway HomeServices Carolina Sun Real Estate.

The full-service brokerage, which is independently owned and operated, joins a growing list of affiliates that has transitioned to the network since September 2013. Berkshire Hathaway HomeServices now counts nearly 34,000 agents and 1,038 offices operating in 47 states.

“We are honored and proud to represent a brand inspired by Berkshire Hathaway Inc., one of the world’s most trusted and respected corporations,” said Broker/Owner Sean Leighton. “We could not be more excited to bring Berkshire Hathaway HomeServices to Mount Pleasant and the greater Charleston area.”

Leighton described Berkshire Hathaway HomeServices as “the most exciting branding opportunity in real estate” and said the network will help his company grow, retain and recruit top professionals. “People appreciate the values our network represents – trust, integrity, stability and longevity – and they’re ready to connect with our brand.”

Carolina Sun Real Estate is known for its well-trained agents with rich knowledge of the local market. As part of the transition, these professionals gain access to Berkshire Hathaway HomeServices’ Global Network Platform, a robust suite of real estate tools and resources, in addition to the network’s professional education, business consultation and the exclusive Luxury Collection program that adds marketing clout for high-end listings. “Technology is a key differentiator in real estate today and we now have the best tools in the business,” Leighton said. “The Global Network Platform will help us be our very best for homebuyers and sellers.”

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Stephen Phillips, president of Berkshire Hathaway HomeServices, congratulated Carolina Sun Real Estate on its new affiliation. “Sean Leighton and his team are well respected in their marketplace,” Phillips said. “We look forward to their continued success as members of Berkshire Hathaway HomeServices.”

Carolina Sun Real Estate will commemorate its brand transition Friday, Nov. 7 with an open-house reception for agents, clients, business partners and friends at the company’s Mount Pleasant headquarters. The brokerage’s new Cabernet and White yard signs are now appearing throughout the Charleston area.

About Berkshire Hathaway HomeServices Carolina Sun Real Estate

Carolina Sun Real Estate is an independently owned, full-service real estate agency serving the Mount Pleasant area and greater Charleston since 2006. Visit www.bhssun.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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