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HomeServices

NEWS RELEASE



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FOR IMMEDIATE RELEASE

Prudential Clyde Hendrick, REALTORS® Joins Berkshire Hathaway HomeServices Real Estate Brokerage Network

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Grand Haven-based brokerage now operating as Berkshire Hathaway HomeServices Clyde Hendrick, REALTORS®

GRAND HAVEN, MI (May 5, 2015) – Berkshire Hathaway HomeServices, part of the HSF Affiliates LLC family of real estate brokerage franchise networks, today announced that Clyde Hendrick, REALTORS® has joined the network operating as Berkshire Hathaway HomeServices Clyde Hendrick, REALTORS®.

Berkshire Hathaway HomeServices has grown to 36,511 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.

“Clyde Hendrick, REALTORS® has a proud and lengthy history in the marketplace, and now we step forward as an affiliate of Berkshire Hathaway HomeServices,” said Broker/Owner Bob Hendrick, whose brokerage this summer will celebrate 95 years in business. “The brand is an ideal fit for our team as it’s built on core values of trust, integrity, stability and longevity. We’re confident our new brand will help us grow, prosper and serve generations to come.”

Broker/Manager Dan Hendrick said clients will embrace Berkshire Hathaway HomeServices as the brand is fresh, intelligent and represents quality. Real estate professionals who want to advance their careers should look no farther than Berkshire Hathaway HomeServices, he added. “Anyone in business understands the appeal of our brand name,” he explained. “For real estate professionals, the brand is a true ‘door opener.’”

With their affiliation, Clyde Hendrick, REALTORS® 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. “Our new technology will help us further raise our efficiency and effectiveness,” Dan Hendrick said. “We will be our very best for clients.”

The brokerage will also benefit from Berkshire Hathaway HomeServices’ national advertising campaign.

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The brand, an exclusive sponsor of HGTV's popular show "Fixer Upper" with Chip and Joanna Gaines, just launched the Berkshire Hathaway HomeServices \$50,000 Sweepstakes in conjunction with the show. 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 hope the winner is one of our clients," said Dan Hendrick. "All homeowners in the Lakeshore area should register for the Sweepstakes."

Gino Blefari, CEO of HSF Affiliates, welcomed the brokerage. "Clyde Hendrick, REALTORS® is a terrific company with a wonderful reputation locally," he said. "We're proud they've transitioned to Berkshire Hathaway HomeServices."

Clyde Hendrick, REALTORS® will commemorate its brand transition Friday, May 8 from 2-3:30 p.m. with a ribbon-cutting ceremony and celebration at its Grand Haven headquarters, 415 S. Beacon Blvd. The brokerage's Cabernet and White yard signs are now appearing throughout Western Michigan.

About Berkshire Hathaway HomeServices Clyde Hendrick, REALTORS®

Clyde Hendrick, REALTORS® is a full-service broker specializing in residential sales, new construction, commercial/industrial, relocation and property management. The brokerage, founded in 1920 by Clyde Hendrick, serves consumers throughout Western Michigan. Visit www.bhhsclcydehendrick.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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