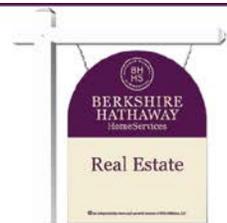




**BERKSHIRE
HATHAWAY**
HomeServices

NEWS RELEASE



18500 Von Karman Avenue, Suite 400
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FOR IMMEDIATE RELEASE

Prudential Cooper & Co. Inc., REALTORS® Joins Berkshire Hathaway HomeServices Real Estate Brokerage Network

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Mobile brokerage leader to operate as Berkshire Hathaway HomeServices Cooper & Co. Inc., REALTORS®

MOBILE, AL (Sept. 16, 2014) – Berkshire Hathaway HomeServices, one of the real estate brokerage franchise networks owned by HSF Affiliates LLC, today announced that Prudential Cooper & Co. Inc., REALTORS® has joined the network and will operate as Berkshire Hathaway HomeServices Cooper & Co. Inc., REALTORS® starting Sept. 25.

The company, founded in 1970, continues as Mobile’s largest, locally owned real estate brokerage. It operates seven offices with 130 agents throughout Mobile and Baldwin Counties. Company agents are respected throughout the region for their service, professionalism, training and market expertise.

“We are proud to introduce Berkshire Hathaway HomeServices in our markets,” said CEO and Broker/Owner Ron Morrow. “The brand’s namesake is Berkshire Hathaway Inc., one of the world’s most respected corporations. As important, our brand is built on Berkshire Hathaway’s values of trust, integrity, stability and longevity, and is an ideal fit for our future.”

Broker/Owner Lynnell Morrow said the company’s brand transition will usher in a new era of growth at Cooper & Co. Inc., REALTORS®. “We believe clients will look for our new ‘Cabernet and White’ yard signs as symbols of quality service and innovation,” she explained. “We’re also confident top agents in our market will understand the marketing potential of Berkshire Hathaway HomeServices and will want to be a part of it.”

With their transition, the Cooper & Co. Inc., REALTORS® team gains access to Berkshire Hathaway HomeServices’ Global Network Platform – a robust suite of real estate tools and resources – plus national marketing, relocation and advertising support, professional education, business consultation and the exclusive Luxury Collection program for high-end listings. Clients will appreciate the real estate tools and information available through the brokerage’s new website www.bhhscooperrealtors.com. “Our new technology tool suite, which includes a new mobile app offering more real estate information than ever before in our market, will extend the reach and efficiency of our agents,” Lynnell Morrow said. “This will help us provide even better service to our clients.”

Cooper & Co. Inc., REALTORS® commemorated its transition yesterday with a yard-sign reveal at the Alabama Cruise Terminal in downtown Mobile. Earl Lee, CEO of HSF Affiliates, attended the event as did members of local chambers of commerce and other officials.

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Lee welcomed Cooper & Co. Inc., REALTORS® to the network. “Ron, Lynnell and their company have a long history of excellence,” he said. “We are proud they are moving forward with Berkshire Hathaway HomeServices.”

About Berkshire Hathaway HomeServices Cooper & Co. Inc., REALTORS®

Cooper & Co. Inc., REALTORS®, a full-service real estate brokerage, serves Alabama’s Mobile and Baldwin Counties with seven offices. The brokerage is independently owned and operated. Visit www.bhscoperrealtors.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 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 for details.

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