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NEWS RELEASE



18500 Von Karman Avenue, Suite 400
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FOR IMMEDIATE RELEASE

Prudential Cooper Realty Joins Berkshire Hathaway HomeServices Real Estate Brokerage Network

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Midland brokerage is now operating as Berkshire Hathaway HomeServices Cooper Realty

MIDLAND, TX (Jan. 6, 2016) – Berkshire Hathaway HomeServices, part of the HSF Affiliates LLC family of real estate brokerage franchise networks, today announced that Prudential Cooper Realty has joined the network operating as Berkshire Hathaway HomeServices Cooper Realty.

The brokerage, which has served the greater Midland region since 1988, is known for its skilled and long-tenured agents, strong leadership and attentive service. Berkshire Hathaway HomeServices has grown to more than 40,000 agents and 1,200 offices in 47 states since its September 2013 launch.

“We’re proud to join Berkshire Hathaway HomeServices, a brand whose namesake is Berkshire Hathaway Inc., one of the world’s most trusted corporations,” said Broker/Owner Brian Cooper. “We believe the combination of our brokerage and the brand will be a force in West Texas real estate.”

Cooper Realty, in addition to its residential operations, is a market leader in corporate relocation. Owner Rhonda Cooper said all of the brokerage’s business lines will benefit from the brand association. “Corporations, similar to individual real estate consumers, understand the marketing potential of Berkshire Hathaway HomeServices. Clients today are looking for the brand’s Cabernet-colored yard signs as symbols of top-quality service and innovation.”

With their affiliation, Cooper Realty agents gain access to Berkshire Hathaway HomeServices’ Global Network Platform – a suite of online tools, applications and services – plus ongoing business consultation, professional education, national marketing support and the exclusive Luxury Collection program for high-end and resort listings. Resources include lead generation, a social media platform, a handy mobile app, the Videolicious video-production app and more.

“The Global Network Platform will help our agents cover more ground with even greater efficiency,” said Brian Cooper. “That’s the best news for our home-buying and selling clients.”

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HSF Affiliates CEO Gino Blefari welcomed the brokerage. “Brian, Rhonda and their team do a terrific job for their Midland-area clients,” he said. “We’re proud they’ve chosen Berkshire Hathaway HomeServices for their future.”

About Berkshire Hathaway HomeServices Cooper Realty

Cooper Realty is a full-service brokerage operating in Midland and surrounding West Texas communities. Training is a hallmark at the brokerage. In fact, Broker/Owner Brian Cooper is an approved instructor by the Texas Real Estate Commission and travels the state teaching real estate to aspiring and existing agents. For more Cooper Realty information visit www.bhiscooperrealty.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. 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.

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