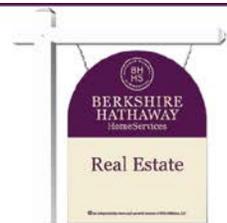




**BERKSHIRE
HATHAWAY**
HomeServices

NEWS RELEASE



18500 Von Karman Avenue, Suite 400
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FOR IMMEDIATE RELEASE

Prudential One Realty Centre Joins Berkshire Hathaway HomeServices Real Estate Brokerage Network

Edwardsville brokerage to operate as Berkshire Hathaway HomeServices Elite Properties

EDWARDSVILLE, IL (Aug. 12, 2014) – Berkshire Hathaway HomeServices, the real estate brokerage network operated by HSF Affiliates LLC, today announced that Prudential One Realty Centre has joined the network and is now operating as Berkshire Hathaway HomeServices Elite Properties.

The full-service brokerage, founded in 1999, is known for its professionalism and local market expertise. Its agents are well-trained and many carry additional designations in relocation, technology, and graduate studies.

Julie Plummer-Lading, vice president and managing broker for Elite Properties, said her company launches an exciting new era as a member of Berkshire Hathaway HomeServices. “We are proud to bring Berkshire Hathaway HomeServices to Southwestern Illinois,” she explained. “The brand’s namesake is one of the world’s most trusted and respected corporations, and it now stands for quality service, excellence and integrity in real estate.”

Brokerage Owner Robert Plummer said the Berkshire Hathaway HomeServices affiliation will help his company grow. “We believe clients will seek out Berkshire Hathaway HomeServices yard signs and we’re seeing evidence of that now. People who’ve never before done business with us are contacting us to see how we can help them with their property needs.”

Likewise, real estate professionals will want to represent Berkshire Hathaway HomeServices, added Plummer-Lading. “Our agents and others in the business understand the marketing potential of our new brand,” she said. “We’re confident the brand will help us recruit top agents who want to take their businesses to the next level.”

With their transition, Elite Properties agents gain access to Berkshire Hathaway HomeServices’ Global Network Platform – a robust suite of real estate tools and resources – plus professional education, business consultation, marketing support and the exclusive Luxury Collection program for high-end listings. “These resources combined with our agents’ strong service ethic will help us be the very best for our clients,” said Plummer-Lading.

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Earl Lee, CEO of HSF Affiliates LLC, welcomed Elite Properties to the network. “We are pleased that the Elite Properties team has chosen to be a part of the Berkshire Hathaway HomeServices network,” he said. “The brokerage will represent our brand well in Southwestern Illinois.”

Lee joined the Elite Properties team yesterday for a ribbon-cutting ceremony at the brokerage’s Edwardsville office. Elite Properties’ new yard signs will begin appearing throughout Southwestern Illinois starting today.

About Berkshire Hathaway HomeServices Elite Properties

Elite Properties serves greater Edwardsville, IL with two offices and 70 agents. The brokerage, founded in 1999, is independently owned and operated. Visit www.bhhsEliteProperties.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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