



**BERKSHIRE
HATHAWAY**
HomeServices

NEWS RELEASE



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FOR IMMEDIATE RELEASE

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

Naperville brokerage to operate as Berkshire Hathaway HomeServices Elite, REALTORS®

NAPERVILLE, IL (June 26, 2014) – Berkshire Hathaway HomeServices, the real estate brokerage network operated by HSF Affiliates LLC, today announced that Prudential Elite, REALTORS® has affiliated with the network and is operating as Berkshire Hathaway HomeServices Elite, REALTORS®.

The brokerage, which has served Naperville and the western Chicago suburbs since 1995, is known for its high-caliber agents and quality services. It is the next in a growing roster of affiliates that have joined Berkshire Hathaway HomeServices since September. The network now spans 42 states with more than 29,000 agents and 825 offices.

“Our brand’s namesake is Berkshire Hathaway HomeServices, the world’s most respected corporation according to Barron’s,” said Broker/Owner Sue Vidmar. “This is a game-changing branding opportunity for our company – one of the most exciting developments in real estate – and a transition that we believe will help us grow and better service clients.”

Vidmar said consumers will seek out the Berkshire Hathaway HomeServices brand as a symbol of integrity, sound guidance and quality customer care. Top real estate agents will want to represent a network carrying the Berkshire Hathaway HomeServices name. “Brand is so important in real estate,” Vidmar explained. “Real estate professionals looking for a brand that is fresh, intelligent and respected should look no further than this one.”

Elite, REALTORS® agents gain access to Berkshire Hathaway HomeServices’ powerful Global Network Platform – a suite of online tools, applications and services – plus ongoing business consultation, professional education and marketing support. Clients will have access to detailed real estate information including highly accurate home-valuation and neighborhood-search tools through the brokerage’s new website www.bhhseliterealtors.com. “I’m continually amazed by the passion of Berkshire Hathaway HomeServices and the level of commitment they have for ensuring quality for our company, our agents and our clientele,” Vidmar said. “They have a timeless character and the presence of a brand set to endure.”

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Vidmar and her team will commemorate their Berkshire Hathaway HomeServices transition tonight with an Oscar-themed event for agents and guests. Naperville Mayor George Pradel will join the event along with chamber members and other dignitaries. HSF Affiliates CEO Earl Lee also will attend and welcome Elite, REALTORS® to the network.

“Sue Vidmar and her agents set high standards for customer care and professionalism,” Lee said. “We look forward to their ongoing growth and achievement as members of Berkshire Hathaway HomeServices.”

About Berkshire Hathaway HomeServices Elite, REALTORS®

Elite, REALTORS®, a full-service brokerage, has served Naperville and surrounding communities with distinction for nearly 20 years. Visit www.bhhseliterealtors.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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