



**BERKSHIRE  
HATHAWAY**  
HomeServices

# NEWS RELEASE



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**FOR IMMEDIATE RELEASE**

## **Prudential Spokane Real Estate Joins Berkshire Hathaway HomeServices Real Estate Brokerage Network**

*Respected brokerage is now operating as Berkshire Hathaway HomeServices First Look Real Estate*

**SPOKANE, WA (Jan. 6, 2015)** – Berkshire Hathaway HomeServices, part of the HSF Affiliates LLC family of real estate brokerage franchise networks, today announced that Prudential Spokane Real Estate has joined the network operating as Berkshire Hathaway HomeServices First Look Real Estate.

The full-service agency is now part of a brokerage network that has grown to 34,548 agents and 1,075 offices in 47 states since the network launched in fall 2013. Already, Berkshire Hathaway HomeServices was named 2014 “Real Estate Agency Brand of the Year” by consumers in the 26th annual Harris Poll EquiTrend® study and “Startup of the Year” among all U.S. industries at the 2014 American Business Awards.

“This is a big deal for us and a great recruiting tool,” said Broker/Owner Ken Lewis, who brings 45 years of real estate experience to the brand. “Berkshire Hathaway HomeServices’ namesake is Warren Buffett’s Berkshire Hathaway Inc., one of the world’s most respected and trusted corporations. In all my years of real estate I can’t think of a more compelling branding opportunity for us than this one.”

Lewis added that Berkshire Hathaway HomeServices is already firmly established in the Pacific Northwest, which helps his brokerage. “The name is quite familiar in our region and consumers are looking for our new Cabernet and White yard signs as symbols of quality service, trust and innovation,” he said. “Each member of our team understands the tremendous opportunities of our brand as well as the responsibilities of representing it.”

With their transition, First Look Real Estate 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 other tools driven by the cleanest, most accurate real estate data available.

“Our agents are excited about the future,” Lewis said. “From our perspective, we couldn’t have chosen a better brand than Berkshire Hathaway HomeServices.”

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First Look Real Estate's Cabernet and White yard signs will begin appearing today throughout greater Spokane.

### **About Berkshire Hathaway HomeServices First Look Real Estate**

First Look Real Estate, a full-service brokerage whose heritage dates back 45 years, is dedicated to a culture of trust and integrity. Its goal is to deliver a premium service experience based on that culture. Visit [www.bhhsfirstlook.com](http://www.bhhsfirstlook.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](http://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](http://www.berkshirehathawayhs.com) for details.

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