



**BERKSHIRE  
HATHAWAY**  
HomeServices

# NEWS RELEASE



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**FOR IMMEDIATE RELEASE**

## **Prudential First, REALTORS® Joins Berkshire Hathaway HomeServices Real Estate Brokerage Network**

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*Topeka brokerage leader is now operating as Berkshire Hathaway HomeServices First, REALTORS®*

**TOPEKA, KS (Dec. 2, 2014)** – Berkshire Hathaway HomeServices, part of the HSF Affiliates LLC family of real estate brokerage franchise networks, today announced that Prudential First, REALTORS® has joined the network operating as Berkshire Hathaway HomeServices First, REALTORS®.

The full-service real estate agency is now part of a brokerage network that has grown to 34,223 agents and 1,056 offices operating in 47 states since its launch 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.

“We feel privileged to join Berkshire Hathaway HomeServices, a brand inspired by Warren Buffett’s Berkshire Hathaway Inc.,” said Managing Broker Debbie Davis. “Our brand is fresh, intelligent and already carries prestige. As important, Berkshire Hathaway HomeServices is built on core values of trust, integrity, stability and longevity – values that are closely aligned with our own.”

Davis said the transition launches an exciting, new era for her brokerage. “Our agents are energized and ready for the opportunities and responsibilities of representing Berkshire Hathaway HomeServices,” she said. “Clients have told me they want to do business with Berkshire Hathaway HomeServices and are eager to see our new Cabernet and White yard signs at their properties.”

With their transition, First, REALTORS® 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. Resources include powerful lead generation, a handy mobile app and other resources driven by the most accurate real estate data available. “The area’s top agents are now equipped with the best real estate tools,” Davis added. “We will take our service to a whole new level with help from the Global Network Platform.”

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Gino Blefari, incoming CEO of HSF Affiliates, welcomed the affiliate. “First, REALTORS® is a terrific company known for its service and expertise,” he said. “We’re pleased they’ve joined our network and look forward to their continued success.”

### **About Berkshire Hathaway HomeServices First, REALTORS®**

First, REALTORS® is a full-service real estate brokerage serving greater Topeka. The company is dedicated to helping home buyers and sellers make informed real estate decisions, and making the process more positive and rewarding. Visit [www.bhhsfirstrealtors.com](http://www.bhhsfirstrealtors.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. 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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