

NEWS RELEASE



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FOR IMMEDIATE RELEASE

Prudential Tropical Realty Joins Berkshire Hathaway HomeServices

Tampa Bay-area brokerage leader starts new era as Berkshire Hathaway HomeServices Florida Properties Group

Tampa Bay, FL (Jan. 28, 2014) – Berkshire Hathaway HomeServices, the new real estate brokerage network operated by HSF Affiliates LLC, today announced that Prudential Tropical Realty has joined the network and now operates as Berkshire Hathaway HomeServices Florida Properties Group.

The brokerage, a leader in greater Tampa Bay's residential and commercial real estate markets dating back to 1959, is the next in a growing roster of affiliate companies that have joined the network since September. Berkshire Hathaway HomeServices now accounts for more than 22,000 agents and nearly 600 offices in 26 states.

"We are proud to represent Berkshire Hathaway HomeServices, a brand whose namesake is the world's most respected company, according to *Barron's*," said Dewey Mitchell, broker/owner at Florida Properties Group. "We strongly believe our new brand will resonate well with clients of all types and help our company grow. Equally important, the brand will help our agents gain even more distinction in the Tampa Bay marketplace."

Broker/Owner Allen Crumbley said the decision to join Berkshire Hathaway HomeServices was an easy one for him and Mitchell, since the brand reflects Berkshire Hathaway's values of trust, integrity, stability and longevity. "Berkshire Hathaway HomeServices is a great fit for our company because we live these values every day," he said.

Crumbley added that the Berkshire Hathaway HomeServices brand will be a boon for recruiting. "Anyone in business knows that Berkshire Hathaway is the gold standard of corporations, and now we have the exclusive opportunity to represent the name in real estate. Agents looking for a brand that is fresh, intelligent and respected should look no farther than this one."

Mitchell, Crumbley and their management team today commemorated the brand during an agent event at A La Carte Pavilion in Tampa. HSF Affiliates CEO Earl Lee attended the event and welcomed associates to the brand. "You have served your clients with distinction for years," Lee said. "We are honored you have joined Berkshire Hathaway HomeServices."

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With the transition, Florida Properties Group associates gain access to a robust real estate technology platform, ongoing business consultation, professional education, marketing support and more.

About Berkshire Hathaway HomeServices Florida Properties Group

Berkshire Hathaway HomeServices Florida Properties Group operates 16 offices located throughout Hillsborough, Pinellas, Pasco and Hernando counties and consistently ranks among the top three real estate companies in the area. Locally owned and operated since 1959, the company offers residential, commercial, property management, relocation, home warranty, title, and mortgage services. For more information visit bhhsfloridaproperties.com.

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.

About HSF Affiliates LLC

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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