



**BERKSHIRE
HATHAWAY**
HomeServices

NEWS RELEASE



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FOR IMMEDIATE RELEASE

Berkshire Hathaway HomeServices Florida Realty Acquires Elite Preferred Realty

Transaction Gives Florida Brokerage Leader Entrance into Sarasota; Manatee County

SUNRISE, FL (Nov. 20, 2013) – Berkshire Hathaway HomeServices, the new real estate brokerage network operated by HSF Affiliates LLC, today announced that Berkshire Hathaway HomeServices Florida Realty has expanded into the greater Sarasota market through the acquisition of Lakewood Ranch-based Elite Preferred Realty. The transaction adds an office, 40 sales professionals and employees and a property-management operation. Terms were not disclosed.

Rei Mesa, president and CEO of Berkshire Hathaway HomeServices Florida Realty, said the transaction is part of an ongoing growth strategy initiated when the brokerage joined the Berkshire Hathaway HomeServices brand in October. “Our mission is to grow in key markets throughout South Florida, starting with Lakewood Ranch, Sarasota and the broader Manatee County,” he explained. “The market is strong and dynamic with an active luxury market, a high average sales price and a bustling second-home market.”

Mesa added that the Elite Preferred Realty team is well-respected in the marketplace, and will quickly hit stride as part of Berkshire Hathaway HomeServices Florida Realty. “These sales professionals are seasoned Realtors with deep talent and a strong work ethic,” he said. “We are proud to welcome them aboard.”

About Berkshire Hathaway HomeServices Florida Realty

Berkshire Hathaway HomeServices Florida Realty (formerly Prudential Florida Realty) serves 17 counties with 40 offices and nearly 1,400 agents. The full-service brokerage, founded in 1999, is a wholly owned subsidiary of WCI Communities, Inc. It ranks 36th industry-wide for sales volume, according to RISMedia. Berkshire Hathaway HomeServices Florida Realty is the No. 1 fundraiser for The Sunshine Kids Foundation, having generated more than \$2.3 million since 2001. Visit www.BHHSFloridaRealty.com.

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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.

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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