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HomeServices

NEWS RELEASE



18500 Von Karman Avenue, Suite 400
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FOR IMMEDIATE RELEASE

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

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Bluegrass Region brokerage now operating as Berkshire Hathaway HomeServices Foster, REALTORS®

RICHMOND, KY (Oct. 21, 2014) – Berkshire Hathaway HomeServices, part of the HSF Affiliates LLC family of real estate brokerage franchise networks, today announced that Prudential Don Foster, REALTORS® has joined the network and is operating as Berkshire Hathaway HomeServices Foster, REALTORS®.

The brokerage, which is locally owned and operated, joins a growing roster of affiliates that has joined the network since September 2013. Berkshire Hathaway HomeServices is now comprised of nearly 34,000 agents and 1,035 offices operating in 47 states.

“We are honored to represent Berkshire Hathaway HomeServices in Madison County and the Bluegrass Region,” said Don Foster, brokerage president. “The brand – inspired by the world-renowned Berkshire Hathaway Inc. – brings an unparalleled level of quality and innovation to real estate.”

Foster said the brand will appeal to real estate consumers and agents alike. “We believe clients will look for our Cabernet and White yard signs as symbols of distinction in the marketplace,” he explained. “Similarly, we think real estate professionals will want to represent our brand and take their businesses to new heights.”

Foster, REALTORS® has served Madison County since 1976. The company is known for sound leadership, passionate service and knowledgeable agents with deep community ties. “We proudly carry forward our legacy and traditions to Berkshire Hathaway HomeServices,” Foster said. “The future looks incredibly bright from our perspective.”

As part of the transition, Foster, 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. “Technology is an essential component of Berkshire Hathaway HomeServices’ value proposition,” said Connie Lawson, brokerage vice president. “We are eager to begin using these powerful resources.”

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Stephen Phillips, president of Berkshire Hathaway HomeServices, welcomed Foster, REALTORS® to the network. “Don, Connie and the team are well-respected in their marketplace,” he said. “We are proud they’ve chosen Berkshire Hathaway HomeServices.”

Foster, REALTORS® will commemorate its brand transition today with two ribbon-cutting ceremonies. The first will take place at noon at the brokerage’s Richmond office, 920 Barnes Mill Road; and at 3 p.m. at its Berea office, 711 Chestnut St. The events will be attended by members of the Richmond Chamber of Commerce and the Berea Chamber of Commerce, respectively.

About Berkshire Hathaway HomeServices Foster, REALTORS®

Foster, REALTORS® serves Madison County and the Bluegrass Region of Kentucky with offices in Richmond and Berea. Since 1976, the company has provided a full scope of services for residential properties. Visit www.bhhsfoster.com for details.

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.

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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