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NEWS RELEASE



18500 Von Karman Avenue, Suite 400
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FOR IMMEDIATE RELEASE

Prudential Gammons Realty Joins Berkshire Hathaway HomeServices Real Estate Brokerage Network

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Rhode Island brokerage now operating as Berkshire Hathaway HomeServices Gammons Realty

East Greenwich, RI (September 16, 2015) – Berkshire Hathaway HomeServices, part of the HSF Affiliates LLC family of real estate brokerage franchise networks, today announced that Prudential Gammons Realty has joined the network operating as Berkshire Hathaway HomeServices Gammons Realty.

“Our team has built a strong reputation in Rhode Island and we are excited to take the next step in aligning with Berkshire Hathaway HomeServices to strengthen our existing relationships,” said Broker/Owner Allen Gammons. “We have solid ties within our community, and many of our agents are deeply involved in local organizations. Bruce Lane, a top performer in our brokerage, currently serves as the president of the Rhode Island Association of REALTORS®.”

Gammons said the brand’s influence and name recognition will help expand Gammons Realty’s fast-growing footprint throughout Rhode Island. The brokerage, founded in 2001 and comprised of 55 agents, is located in East Greenwich, RI, with plans to open a second office in South County, RI soon. Kelli Improta, a standout agent in the company, will be spearheading the opening of the new office later this fall.

“We are excited to transition to the real estate network of Berkshire Hathaway HomeServices,” said Improta. “Our affiliation with the brand Berkshire Hathaway HomeServices will certainly strengthen our resources for attracting clients relocating to the Ocean State. We look forward to growing as a leader in the Rhode Island real estate market.”

Gammons noted that the brand appeals to the broadest range of consumers, including affluent buyers in higher-end markets. “The robust technology, training and marketing support that we’ll get from Berkshire Hathaway HomeServices will allow us to continue to grow our clientele extensively,” Gammons added.

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With the affiliation, Gammons Realty 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 much more.

Gino Blefari, CEO of HSF Affiliates, welcomed the brokerage. "Gammons Realty is a successful company with longstanding community ties," he said. "We're thrilled that they've decided to transition to Berkshire Hathaway HomeServices."

Gammons Realty will commemorate its brand transition with its agents on Wednesday, Sept. 16 at 4 p.m. The brokerage invites the public to join the celebration at 5 p.m. for a ribbon-cutting ceremony at the Post Office Café located at 11 Main Street. The brokerage's Cabernet and Cream yard signs are now appearing throughout Rhode Island.

About Berkshire Hathaway HomeServices Gammons Realty

Gammons Realty is a full-service brokerage serving the state of Rhode Island. Founded in 2001, the brokerage conducts business with the highest regard for ethics, fair housing practices and a fundamental belief in the right to own real property. Please visit www.bhsgammons.com for more information.

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, has grown to more than 38,000 agents and 1,100+ offices operating in 47 states since its launch in September 2013.

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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