



**BERKSHIRE  
HATHAWAY**  
HomeServices

# NEWS RELEASE



18500 Von Karman Avenue, Suite 400  
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**FOR IMMEDIATE RELEASE**

## **Prudential Greg Cox Real Estate Joins Berkshire Hathaway HomeServices Real Estate Brokerage Network**

### **[#GoodToKnow](#)**

*Tri-Cities, TN brokerage leader now operating as Berkshire Hathaway HomeServices Greg Cox Real Estate*

**JOHNSON CITY, TN (March 19, 2015)** – Berkshire Hathaway HomeServices, part of the HSF Affiliates LLC family of real estate brokerage franchise networks, today announced that Prudential Greg Cox Real Estate has joined the network operating as Berkshire Hathaway HomeServices Greg Cox Real Estate.

“We couldn’t imagine a better alliance than Berkshire Hathaway HomeServices,” said Greg Cox, brokerage owner. “The brand has strong momentum and is composed of many of America’s finest real estate brokerages. It also carries the name of Berkshire Hathaway Inc., one of the world’s most respected and trusted corporations. We are excited for our future.”

Berkshire Hathaway HomeServices has grown to nearly 35,000 agents and 1,100 offices operating in 47 states since its launch in September 2013. The network last year was named “Startup of the Year” among entrants from a wide range of U.S. industries in the American Business Awards Stevie Awards competition. It also has a growing presence in Tennessee, which will benefit Greg Cox Real Estate.

Cox said his brokerage is poised for growth in the Tri-Cities area. “Our company’s heritage dates back to the 1970s and we’ve earned strong ties with our clients and business alliances,” he explained. “Our new brand will help us connect with a wider client base and serve those clients with even greater efficiency through leading-edge technology.”

With the transition, Greg Cox Real Estate 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.

“Our agents are eager to begin using components of the Global Network Platform,” said Greg Cox Jr., vice president and affiliate broker. “The tools will help us extend our reach in the marketplace and better serve the region’s homebuyers and sellers.”

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Gino Blefari, CEO of HSF Affiliates, welcomed Greg Cox Real Estate to Berkshire Hathaway HomeServices. “The Cox family and their team have built strong relationships in northeast Tennessee through top-notch client service,” he said. “They are true professionals and we proudly welcome them to the brand.”

Greg Cox Real Estate’s new Cabernet and White yard signs are now appearing throughout the Tri-Cities region.

### **About Berkshire Hathaway HomeServices Greg Cox Real Estate**

Greg Cox Real Estate is a full-service real estate brokerage based in Johnson City, and serving the Tri-Cities region. Operating for more than 30 years, the brokerage is one of the oldest real estate companies in the Johnson City area. Visit [www.bhhsgregcox.com](http://www.bhhsgregcox.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. 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.

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