



**BERKSHIRE  
HATHAWAY**  
HomeServices

# NEWS RELEASE



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**FOR IMMEDIATE RELEASE**

## **Prudential Gross & Jansen Highlands Realty Joins Berkshire Hathaway HomeServices Real Estate Brokerage Network**

**[#GoodToKnow](#)**

*Vernon-based brokerage now operates as Berkshire Hathaway HomeServices Gross & Jansen, REALTORS®*

**VERNON, NJ (Sept. 30, 2014)** – Berkshire Hathaway HomeServices, part of the HSF Affiliates LLC family of real estate brokerage franchise networks, today announced that Prudential Gross & Jansen Highlands Realty has joined the network operating as Berkshire Hathaway HomeServices Gross & Jansen, REALTORS®. The brokerage adds to a growing roster of affiliates that has joined Berkshire Hathaway HomeServices since September 2013. The network now counts more than 33,300 agents and 1,014 offices operating in 47 states.

Broker/Owner Hans Gross said he chose Berkshire Hathaway HomeServices for its brand appeal, leadership and financial strength. “This is the ultimate branding opportunity for us,” he explained. “The network is inspired by Warren Buffett’s Berkshire Hathaway Inc., one of the world’s most trusted and respected corporations. We’re confident the brand will be warmly embraced by consumers and real estate professionals alike.”

Gross & Jansen, REALTORS® has been serving clients in Sussex, Morris and Passaic counties for nearly 25 years. The brokerage is known for sharp, talented agents and sound corporate citizenship. “Our agents couldn’t be more excited about the new brand – they’re ready to go,” Gross said. “Berkshire Hathaway HomeServices will help us grow and gain even more distinction in the marketplace.”

With the transition, Gross & Jansen, REALTORS® agents gain access to Berkshire Hathaway HomeServices’ Global Network Platform – a robust suite of real estate tools – plus professional education, business consultation, marketing support and the exclusive Luxury Collection program for high-end listings. Resources include powerful lead generation, a handy mobile app and other tools driven by the cleanest and most accurate real estate information available.

“Technology is a cornerstone to Berkshire Hathaway HomeServices’ value proposition,” Gross added. “The area’s top agents are now equipped with real estate’s finest tool suite, and that’s the best news for local homebuyers and sellers.”

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Gross & Jansen, REALTORS® will commemorate its transition Saturday, Oct. 4 with a ribbon-cutting ceremony and reception at its Vernon headquarters. The brokerage's new Cabernet and White yard signs will begin appearing in the market today.

Earl Lee, CEO of HSF Affiliates LLC, applauded the brokerage's transition. "Hans and his team are the local-market experts with a proud legacy of service excellence," he said. "We're pleased they're representing our brand Northern New Jersey."

### **About Berkshire Hathaway HomeServices Gross & Jansen, REALTORS®**

Gross & Jansen, REALTORS® serves Sussex, Morris and Passaic counties with four offices and 80 agents. The brokerage is independently owned and operated. Visit [www.bhhsgrossjansen.com](http://www.bhhsgrossjansen.com) for details.

### **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. 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](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.

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](http://www.berkshirehathawayhs.com) for details.

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