



**BERKSHIRE
HATHAWAY**
HomeServices

NEWS RELEASE



18500 Von Karman Avenue, Suite 400
Irvine, CA 92612

FOR IMMEDIATE RELEASE

Prudential Hodrick Realty Joins Berkshire Hathaway HomeServices Real Estate Brokerage Network

[#GoodToKnow](#)

Williamsport-based brokerage leader to operate as Berkshire Hathaway HomeServices Hodrick Realty

Williamsport, PA (Sept. 23, 2014) – Berkshire Hathaway HomeServices, part of the HSF Affiliates LLC family of real estate brokerage franchise networks, today announced that Prudential Hodrick Realty has joined the network and is operating as Berkshire Hathaway HomeServices Hodrick Realty.

The full-service brokerage, independently owned and operated, joins a growing list of affiliates that have transitioned to the network since September 2013. Berkshire Hathaway HomeServices now counts 33,306 agents and 1,014 offices in 47 states since its launch exactly one year ago today.

“Berkshire Hathaway HomeServices’ namesake is Warren Buffett’s Berkshire Hathaway Inc., one of the world’s most respected and trusted corporations,” said Broker/Owner Bill Hodrick. “We are proud and excited to bring this brand to our north-central Pennsylvania markets, and we embrace the responsibility of representing Berkshire Hathaway HomeServices.”

Hodrick said the affiliation will help drive his brokerage’s strategic growth initiatives. Hodrick Realty intends to expand its presence to markets east and west of its Williamsport headquarters; expansion will require the addition of more top agents. “We believe the Berkshire Hathaway HomeServices brand will appeal to a broad range of real estate consumers, and to our market’s best sales professionals,” Hodrick explained. “Our goal is to become the dominant real estate brokerage in north-central Pennsylvania, where people think about us first for their real estate needs.”

With their transition, Hodrick Realty agents gain access to Berkshire Hathaway HomeServices’ Global Network Platform, a robust suite of real estate tools and resources, in addition to the network’s professional education, business consultation and the exclusive Luxury Collection program that adds marketing clout for high-end listings. “Our new tools include powerful lead generation and a brand mobile app that places highly accurate real estate search in the palm of your hand,” Hodrick added. “The area’s top agents now have real estate’s finest tool suite, and that will greatly benefit our homebuyers and sellers.”

--more--

Hodrick Realty will commemorate its transition with ribbon cutting ceremonies today and tomorrow at its four offices. Community leaders and members of local chambers of commerce will join in the celebrations.

Stephen Phillips, president of Berkshire Hathaway HomeServices, applauded the brokerage's transition. "Bill Hodrick and his team are known for their operating efficiency and terrific customer care," he said. "We're pleased they've joined our network."

About Berkshire Hathaway HomeServices Hodrick Realty

Founded in 1991, Hodrick Realty is one of the premier full-service real estate firms in north-central Pennsylvania. It operates offices in Williamsport, Lock Haven, Lewisburg and Danville, serving the counties of Lycoming, Clinton, Snyder, Sullivan, Union, Northumberland, Montour and Columbia. Visit www.bhhshodrickrealty.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 the 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.

Prudential, the Prudential logo and the Rock symbol are service marks of Prudential Financial, Inc. and its related entities, and are used under license with no other affiliation with Prudential.

Media Contacts:

Kevin Ostler
(949) 794-7980
kevinostler@hsfranchise.com

Marisa Mulqueen
(212) 704-8112
marisa.mulqueen@edelman.com

###