



**BERKSHIRE
HATHAWAY**
HomeServices

NEWS RELEASE



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FOR IMMEDIATE RELEASE

Prudential Homesale Services Group Joins Berkshire Hathaway HomeServices Real Estate Brokerage Network

*Pennsylvania and Maryland brokerage leader to operate as
Berkshire Hathaway HomeServices Homesale Realty*

LANCASTER, PA/BALTIMORE, MD (June 4, 2014) – Berkshire Hathaway HomeServices, the real estate brokerage network operated by HSF Affiliates LLC, today announced that Prudential Homesale Services Group has joined the network and is operating as Berkshire Hathaway HomeServices Homesale Realty.

The full-service brokerage, one of the region's largest, operates 28 offices in south central Pennsylvania and greater Baltimore under the names Prudential Homesale Services Group, Prudential Bob Yost— Sites Homesale, Prudential Bob Yost Homesale Services, Prudential Landis Homesale Services and Prudential Homesale YWGC Realty. All offices now conduct business as Berkshire Hathaway HomeServices Homesale Realty.

"This transition ushers in a bold, new era for our company," said Doug Rebert, co-managing director of Homesale Realty. "Our brand's namesake is Berkshire Hathaway, one of the world's most respected and trusted corporations. That's an incredible name to be associated with, and one that will help us grow, recruit and better serve clients."

Rick Doyle, president of Homesale Realty Operations, said Berkshire Hathaway HomeServices is an ideal fit for Homesale Realty and its agents. "The brand is built on Berkshire Hathaway's values of trust, integrity, stability and longevity, and we live these values every day," he explained. "We believe our brand will be warmly embraced in all our markets."

Homesale Realty agents gain access to Berkshire Hathaway HomeServices' robust technology suite – the Global Network Platform – plus professional education, business consultation, marketing support and the exclusive Luxury Collection program for high-end listings. "A great brokerage family just got better," added Scott Lederer, the company's regional president in Maryland. "New tools and resources now available to us will help us serve more customers with greater efficiency. As always, we will raise the bar for customer care."

Homesale Realty's Cabernet and White yard signs will begin appearing in south central Pennsylvania and greater Baltimore starting today. The brokerage will commemorate its brand transition during the next week at events for agents and their families.

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“We’re pleased to welcome Homesale Realty to our growing network,” said Stephen Phillips, Berkshire Hathaway HomeServices president. “This is an elite brokerage with a stellar team of agents. They will be fine ambassadors of the Berkshire Hathaway HomeServices brand.”

About Berkshire Hathaway HomeServices Homesale Realty

Homesale Realty, based in Lancaster, is a full-service brokerage with 28 offices serving 11 contiguous south central Pennsylvania counties, as well as Maryland’s Baltimore City, Baltimore County and Carroll County. The brokerage in 2013 was the real estate industry’s No. 22 company for closed transaction sides, and No. 14 overall for core services transactions, according to *REAL Trends*. Visit www.homesale.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.

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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