



BERKSHIRE
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NEWS RELEASE



18500 Von Karman Avenue, Suite 400
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FOR IMMEDIATE RELEASE

Prudential Home Team Realty Joins Berkshire Hathaway HomeServices Real Estate Brokerage Network

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Marion County brokerage to operate as Berkshire Hathaway HomeServices Home Team Realty

OCALA, FL (Oct. 30, 2014) – Berkshire Hathaway HomeServices, part of the HSF Affiliates LLC family of real estate brokerage franchise networks, today announced that Prudential Home Team Realty has joined the network and is operating as Berkshire Hathaway HomeServices Home Team Realty.

The full-service brokerage, independently owned and operated by Bob Kennedy, joins a growing roster of affiliates that have transitioned to the network since September 2013. Berkshire Hathaway HomeServices now counts nearly 34,000 agents and 1,038 offices operating in 47 states.

“We are honored to represent Berkshire Hathaway HomeServices, a brand inspired by Berkshire Hathaway Inc., one of the world’s most trusted and respected corporations,” said Broker/Owner Bob Kennedy. “This is the real estate branding opportunity of a lifetime, and we see our new affiliation as opportunity to grow, recruit and strengthen our company.”

Kennedy said Berkshire Hathaway HomeServices is an ideal fit for his brokerage, as the brand is built on core values of trust, integrity, stability and longevity. “Our team lives these values every day,” he said. “We relish the opportunity and accept the responsibility of representing Berkshire Hathaway HomeServices in greater Ocala.”

As part of the transition, Home Team 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 technology platform will help extend the reach and efficiency of our agents,” Kennedy said. “This means even better service for our home-buying and selling clients.”

Stephen Phillips, president of Berkshire Hathaway HomeServices, applauded Home Team Realty’s transition. “We’re pleased to welcome Bob Kennedy and his team to our network,” Phillips said. “We look forward to their continued success as members of Berkshire Hathaway HomeServices.”

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Home Team Realty will commemorate its brand transition this afternoon with a ribbon-cutting ceremony and celebration at Mesa de Notte restaurant in Ocala. Members of the Ocala/Marion County Chamber of Commerce and Economic Development Council will participate along with other local officials and guests. In addition, the brokerage invites the public to an open-house reception held Saturday, Nov. 1 at its Ocala headquarters, 2161 E. Fort King St.; (352) 622-9700.

Home Team Realty's new Cabernet and White yard signs are now appearing throughout Marion County and The Villages.

About Berkshire Hathaway HomeServices Home Team Realty

Home Team Realty is a full-service real estate agency based in Ocala. With over 30 years of experience, Bob Kennedy and Home Team Realty proudly serve Marion County and The Villages. Visit www.bhshometeamrealty.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 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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