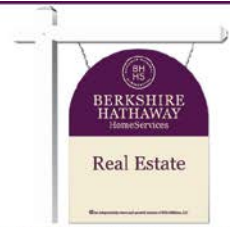




**BERKSHIRE  
HATHAWAY**  
HomeServices

# NEWS RELEASE



18500 Von Karman Avenue, Suite 400  
Irvine, CA 92612

**FOR IMMEDIATE RELEASE**

## **Prudential Hometown, REALTORS® Joins Berkshire Hathaway HomeServices Real Estate Brokerage Network**

*North Carolina brokerage now operating as Berkshire Hathaway HomeServices Hometown, REALTORS®*

**JACKSONVILLE, NC (July 15, 2014)** – Berkshire Hathaway HomeServices, the real estate brokerage network operated by HSF Affiliates LLC, today announced that Prudential Hometown, REALTORS® has joined the network and is operating as Berkshire Hathaway HomeServices Hometown, REALTORS®.

Hometown, REALTORS®, which is independently owned and operated, joins the Berkshire Hathaway HomeServices banner that now counts nearly 31,000 agents and 907 offices in 46 states since its launch in September 2013.

Hometown REALTORS® Broker Christina Wright sees the transition as way to expand her company and increase its profile in the marketplace. “We’ve worked hard to build our business and joining this exciting, new brand is the next step in our progression,” she said. “Berkshire Hathaway HomeServices offers us an impressive technology platform and marketing support, plus wonderful name recognition in the marketplace.”

Wright believes clients will embrace Berkshire Hathaway HomeServices, a brand built on core values of trust, integrity, stability and longevity. “Our friends and neighbors in Jacksonville have been calling to inquire about our new brand even before our official transition date,” she said. “It’s an exciting time for all at Hometown REALTORS®.”

With the company’s transition, Hometown, REALTORS® agents gain access to Berkshire Hathaway HomeServices’ Global Network Platform – a robust suite of real estate tools and resources – plus professional education, business consultation and the exclusive Luxury Collection program for high-end listings.

“It is a pleasure to welcome Christina and her team to Berkshire Hathaway HomeServices,” said Earl Lee, CEO of HSF Affiliates. “The brokerage has earned a terrific reputation in the Coastal Carolina region and will represent our brand well there.”

--more--

## 2-2-2

Hometown, REALTORS® will celebrate its conversion today at 3 p.m. with grand opening event at its Jacksonville headquarters. The company's Cabernet and White yard signs are now appearing throughout Onslow County.

### **About Berkshire Hathaway HomeServices Hometown, REALTORS®**

Berkshire Hathaway HomeServices Hometown, REALTORS® is a full-service real estate agency that has serviced Jacksonville, North Carolina and Onslow County for 15 years. The company's business philosophy is based on building relationships and trust within the organization, with clients and in the community. Visit [www.bhhshometownrealtors.com](http://www.bhhshometownrealtors.com).

### **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.

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](mailto:kevinostler@hsfranchise.com)

Marisa Mulqueen

(212) 704-8112

[marisa.mulqueen@edelman.com](mailto:marisa.mulqueen@edelman.com)

###