



NEWS RELEASE



18500 Von Karman Avenue, Suite 400
Irvine, CA 92612

FOR IMMEDIATE RELEASE

Prudential Hudkins, REALTORS® Joins Berkshire Hathaway HomeServices Real Estate Brokerage Network

#GoodToKnow

Monroe County brokerage now operating as Berkshire Hathaway HomeServices Hudkins, REALTORS®

MONROE, MI (May 13, 2015) – Berkshire Hathaway HomeServices, part of the HSF Affiliates LLC family of real estate brokerage franchise networks, today announced that Prudential Hudkins, REALTORS® has joined the network operating as Berkshire Hathaway HomeServices Hudkins, REALTORS®.

“Our brokerage launches an exciting, new era with Berkshire Hathaway HomeServices,” said Broker/Owner Steve Hudkins. “The brand’s namesake is Berkshire Hathaway Inc., one of the world’s most trusted and respected corporations. We see our new affiliation as an ideal opportunity to grow and strengthen our company.”

Berkshire Hathaway HomeServices has grown to 36,511 agents and more than 1,100 offices operating in 47 states since its launch in September 2013. The network last year was named “Startup of the Year” among entrants from a wide range of U.S. industries in the American Business Awards Stevie Awards competition.

Hudkins said clients and agents will embrace Berkshire Hathaway HomeServices, as the brand is fresh, intelligent and built on Berkshire Hathaway’s core values of trust, integrity, stability and longevity. As important, the brand already has a strong and growing presence in Michigan with several affiliates now operating there. “Hudkins, REALTORS® has forged a terrific reputation for local expertise and customer care,” Hudkins explained. “We now raise our company profile with a great national brand whose name is known around the world.”

With their affiliation, Hudkins, REALTORS® agents gain access to Berkshire Hathaway HomeServices’ Global Network Platform – a suite of online tools, applications and services – plus ongoing business consultation, professional education and marketing support. Resources include powerful lead generation, a handy mobile app and much more.

The brokerage will also benefit from Berkshire Hathaway HomeServices’ national advertising campaign.

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The brand, an exclusive sponsor of HGTV's popular show "Fixer Upper" with Chip and Joanna Gaines, recently launched the Berkshire Hathaway HomeServices \$50,000 Sweepstakes in conjunction with the show. Through June 15, viewers may register at www.50kFixUp.com for a chance to win \$50,000 toward a home-improvement project as well as a design consultation with the Gaineses. Official rules also are found on the site. "It would be great for the winner to come from Monroe County," said Hudkins. "We encourage all local homeowners to register for the Sweepstakes."

Gino Blefari, CEO of HSF Affiliates, welcomed Hudkins, REALTORS® to the network. "Steve and his team do a fantastic job serving Monroe County," he said. "We're delighted they've chosen to go forward with Berkshire Hathaway HomeServices."

About Berkshire Hathaway HomeServices Hudkins, REALTORS®

Hudkins, REALTORS® is a full-service real estate agency based in Monroe, MI. The brokerage has established itself as a leader in the region and is committed to providing exceptional customer service through its knowledgeable and experienced team of professionals. Visit www.bhhshudkinshomes.com for more information.

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.

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.

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Media Contacts:

Kevin Ostler

(949) 794-7980

kevinostler@hsfranchise.com

Marisa Pincas

(212) 704-8112

marisa.pincas@edelman.com