

**FOR IMMEDIATE RELEASE**

## **Prudential Castle Point Realty Joins Berkshire Hathaway HomeServices Real Estate Brokerage Network**

*Hoboken brokerage leader to operate as Berkshire Hathaway HomeServices Hudson River Properties*

**HOBOKEN, NJ (July 15, 2014)** – Berkshire Hathaway HomeServices, the real estate brokerage network operated by HSF Affiliates LLC, today announced that Prudential Castle Point Realty has joined the network operating as Berkshire Hathaway HomeServices Hudson River Properties.

The full-service brokerage is the next in a growing roster of affiliates that have joined Berkshire Hathaway HomeServices since September 2013. The network now counts nearly 31,000 agents and 907 offices operating in 46 states.

“We are excited to be part of Berkshire Hathaway HomeServices, whose namesake is one of the world’s most trusted and respected corporations,” said Broker/Owner Rehanna Gallagher. “In my 21 years in real estate I haven’t seen a better branding opportunity. We are proud to bring this brand to New Jersey’s Gold Coast and look forward to sharing its advantages with all of our clients, agents and the communities we serve.”

Padraic Gallagher, the firm’s broker of record, said the Berkshire Hathaway HomeServices brand will be warmly embraced by local real estate consumers. “Anyone in business understands that Berkshire Hathaway is the gold standard of global corporations, and now we have the privilege to represent the name in real estate,” he explained. “For us, there is no better name to offer our clients.”

With their transition, brokerage agents gain access to Berkshire Hathaway HomeServices’ Global Network Platform – a robust suite of real estate tools and resources – plus professional education, business consultation, marketing support and the exclusive Luxury Collection program for high-end listings. New tools and resources will extend the reach and efficiency of Hudson River Properties agents.

“Our enhanced tools, technology and marketing support will catapult our agents to new performance standards in our market,” said Farah Alli, managing director for Sales & Relocation. “That’s great news for all who do business with Hudson River Properties.”

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Earl Lee, CEO of HSF Affiliates, welcomed Hudson River Properties to the network. “With Rehanna Gallagher, Padraic Gallagher and the team, Berkshire Hathaway HomeServices is well represented in greater Hoboken,” he said.

### **About Berkshire Hathaway HomeServices Hudson River Properties**

Hudson River Properties, a full-service real estate brokerage founded in 1998, serves greater Hoboken and New Jersey’s Gold Coast. Visit [www.hudsonriverproperties.com](http://www.hudsonriverproperties.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](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.

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