



**BERKSHIRE
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HomeServices

NEWS RELEASE



18500 Von Karman Avenue, Suite 400
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FOR IMMEDIATE RELEASE

Prudential Idaho Homes & Properties Joins Berkshire Hathaway HomeServices Real Estate Brokerage Network

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South-central Idaho brokerage is now operating as Berkshire Hathaway HomeServices Idaho Homes & Properties

TWIN FALLS, ID (Oct. 28, 2014) – Berkshire Hathaway HomeServices, part of the HSF Affiliates LLC family of real estate brokerage franchise networks, today announced that Prudential Idaho Homes & Properties has joined the network operating as Berkshire Hathaway HomeServices Idaho Homes & Properties.

The full-service brokerage is the first in Idaho to affiliate with Berkshire Hathaway HomeServices, a brand that now counts nearly 34,000 agents and 1,035 offices operating in 47 states since its launch in September 2013.

Idaho Homes & Properties is committed to providing world-class customer service to its clients, offering strong residential expertise, commercial, farm and ranch services as well as a specialty Hispanic division. Broker/Owner Kent Collins said the new brand elevates the company's value proposition. "Our network's namesake is the world-renowned Berkshire Hathaway Inc., whose affiliates are leaders in their respective industries," he explained. "We believe Berkshire Hathaway HomeServices, with its strong affiliate base and extensive value proposition, will lead real estate."

Co-Owner Cindy Collins said the network is an ideal fit for the brokerage. "Berkshire Hathaway HomeServices is built on values of trust, integrity, stability and longevity, the same values we live every day," she added. "We believe clients will embrace our brand for all it stands for."

Idaho Homes & Properties plans to expand its presence as part of Berkshire Hathaway HomeServices. "The brand is already helping us recruit professionals and attract new clients," Kent Collins said. "Berkshire Hathaway HomeServices symbolizes quality in real estate – people want to be a part of it."

With their transition, Idaho Homes & Properties 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. Resources include powerful lead generation, a handy mobile app and other resources powered by the most accurate real estate data available.

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Kent Collins, Cindy Collins and their team will commemorate their brand transition today at 4 p.m. with an open house and ribbon-cutting ceremony at brokerage's Twin Falls headquarters, 1411 Falls Ave. East, Suite 215. Agents and their families, clients and local officials and business leaders will attend the event. The brokerage's new yard signs begin appearing today throughout south-central Idaho.

Earl Lee, CEO of HSF Affiliates, welcomed Idaho Homes & Properties. "Kent, Cindy and their agents will represent our brand well in greater Twin Falls," he said.

About Berkshire Hathaway HomeServices Idaho Homes & Properties

Idaho Homes & Properties is a full-service real estate brokerage serving all of south-central Idaho. The company is dedicated to helping home buyers and sellers make informed real estate decisions, and making the process more positive and rewarding. Visit www.bhhsidahohomes.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.

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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