



**BERKSHIRE
HATHAWAY**
HomeServices

NEWS RELEASE



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FOR IMMEDIATE RELEASE

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

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Columbus-area brokerage now operates as Berkshire Hathaway HomeServices Integrity One, REALTORS®

GRANVILLE, OH (Dec. 4, 2014) – Berkshire Hathaway HomeServices, part of the HSF Affiliates LLC family of real estate brokerage franchise networks, today announced that Prudential Integrity One, REALTORS® has joined the network and will operate as Berkshire Hathaway HomeServices Integrity One, REALTORS® starting Dec. 10.

The full-service brokerage, which has served Central Ohio since 2004, joins a growing list of affiliates that has transitioned to the network since September 2013. Berkshire Hathaway HomeServices now counts 34,223 agents and 1,056 offices operating in 47 states since its launch in September 2013. Already, the network was named 2014 “Real Estate Agency Brand of the Year” by consumers in the 26th annual Harris Poll EquiTrend® study and “Startup of the Year” among all U.S. industries at the 2014 American Business Awards.

“We are thrilled about our future with Berkshire Hathaway HomeServices, a brand inspired by one of the world’s most trusted and respected corporations,” said Broker/Owner Patti Urbatis. “The network stands for quality and innovation, but also trust, integrity, stability and longevity. These values are closely aligned with our own.”

Urbatis said the transition will usher in a new era of growth at Integrity One, REALTORS®. Clients, she said, will understand the marketing advantages of the Berkshire Hathaway HomeServices brand and will seek out Integrity One, REALTORS® for their real estate needs. “I also believe local real estate agents will want to take their careers to new heights representing Berkshire Hathaway HomeServices.”

As part of the transition, Integrity One, REALTORS® 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 for high-end listings. Resources include powerful lead generation, a handy mobile app, and other tools fueled by the cleanest, most accurate real estate data available.

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Stephen Phillips, president of Berkshire Hathaway HomeServices, welcomed the brokerage. “Patti Urbatis and her team are well-respected in Central Ohio, and we’re pleased they’ve chosen to go forward with us at Berkshire Hathaway HomeServices,” he said.

Integrity One, REALTORS® will commemorate its brand transition Saturday, Dec. 6 in conjunction with the Granville Candlelight Walking Tour. Activities, held at the brokerage’s Granville headquarters – 120 E. Broadway St. – include a ribbon-cutting ceremony at 5 p.m. and a reception until 10 p.m. with hors d’oeuvres and refreshments. Integrity One, REALTORS® will also show the Ohio State-Wisconsin football game on two big-screen TVs. The public is invited.

About Berkshire Hathaway HomeServices Integrity One, REALTORS®

Integrity One, REALTORS® is an independently owned, full-service real estate brokerage serving Central Ohio. The brokerage prides itself on providing the best real estate services while making integrity its No. 1 one priority.

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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