



**BERKSHIRE
HATHAWAY**
HomeServices

NEWS RELEASE



18500 Von Karman Avenue, Suite 400
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FOR IMMEDIATE RELEASE

Prudential Keystone Properties Joins Berkshire Hathaway HomeServices Real Estate Brokerage Network

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Lansdale brokerage is now operating as Berkshire Hathaway HomeServices Keystone Properties

LANSDALE, PA (Oct. 28, 2014) – Berkshire Hathaway HomeServices, part of the HSF Affiliates LLC family of real estate brokerage franchise networks, today announced that Prudential Keystone Properties has joined the network and is operating as Berkshire Hathaway HomeServices Keystone Properties.

The full-service brokerage adds to a growing roster of affiliates that has joined Berkshire Hathaway HomeServices since September 2013. The network now counts nearly 34,000 agents and 1,035 offices operating in 47 states.

Broker/Owner Gary Cassel said Berkshire Hathaway HomeServices has significant momentum and appeal. “Agents and clients are excited to bring the brand to Delaware Valley and surrounding markets,” he explained. “Our network is built on values that closely align with our own – trust, integrity, stability and longevity. There couldn’t be a better brand for our brokerage.”

With the company’s transition, Keystone 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 tools powered by the most accurate real estate data available.

“The brand’s technology platform will give our agents additional advantages,” Cassel said. “We will take our business to a whole new level.”

Welcoming Cassel and his team to the network, Gino Blefari, incoming CEO of HSF Affiliates, said: “We’re glad that Keystone Properties has chosen to join our growing network. We look forward to the brokerage’s continued growth and success as a member of Berkshire Hathaway HomeServices.”

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Keystone Properties' Cabernet and Cream yard signs will begin appearing today throughout the marketplace.

About Berkshire Hathaway HomeServices Keystone Properties

Keystone Properties is a full-service real estate brokerage serving all of Montgomery, Bucks, Chester and Delaware counties. The company is dedicated to helping homebuyers and sellers make informed real estate decisions, and making the process more positive and rewarding. Visit www.bhhskeystone.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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