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HomeServices

NEWS RELEASE



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FOR IMMEDIATE RELEASE

Prudential Lake Ozark Realty Joins Berkshire Hathaway HomeServices Real Estate Brokerage Network

Resort-brokerage leader to operate as Berkshire Hathaway HomeServices Lake Ozark Realty

LAKE OZARK, MO (May 8, 2014) – Berkshire Hathaway HomeServices, the real estate brokerage network operated by HSF Affiliates LLC, today announced that Prudential Lake Ozark Realty has joined the network and is operating as Berkshire Hathaway HomeServices Lake Ozark Realty. The company transitions to a quickly growing, national brokerage network. Berkshire Hathaway HomeServices now counts more than 28,000 agents and 750 offices operating in 37 states since its September 2013 beginning.

“Berkshire Hathaway HomeServices now extends to the beautiful shores of Lake Ozark and we’re proud to represent it here,” said Broker/Owner Marty Gum. “The brand stands on values of trust, integrity, stability and longevity – the same values as its Berkshire Hathaway Inc. namesake. We’re confident our brand will be warmly embraced in Lake Ozark as a symbol of quality and sound guidance.”

Lake Ozark Realty, which has served the community for more than a decade, enjoys a strong reputation for local expertise and customer care. Its real estate business has grown with its clientele base. “Many of our clients are second-home owners who live in St. Louis or Kansas City,” Gum explained. “Lately, with the real estate market’s ongoing recovery, we’ve seen an influx of buyers from Omaha, Chicago and as far away as Texas.”

Gum said the Berkshire Hathaway HomeServices brand will help his company continue growing and recruiting. “Anyone in business knows the Berkshire Hathaway name, and now Lake Ozark Realty has the exclusive opportunity to represent that name in real estate. Those who want to take their real estate careers to the next level should look no farther than our brand.”

In joining Berkshire Hathaway HomeServices, Lake Ozark Realty agents gain access to the brand’s robust technology suite – the Global Network Platform – plus business consultation, professional education, marketing support and the Luxury Collection program that adds marketing clout to high-end listings.

Lake Ozark Realty associates commemorated the brand yesterday with a ribbon-cutting ceremony and open house event at their new headquarters, located at 101 Crossings West, Suite 202, Lake Ozark, MO 65049. An agent luncheon followed at Shawnee Bluff Vineyard.

“Berkshire Hathaway HomeServices is well represented in greater Lake Ozark,” said Earl Lee, CEO of HSF Affiliates. “Marty Gum and his team are the go-to professionals in their market, and we’re proud they’re going forward as members of the Berkshire Hathaway HomeServices family.”

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About Berkshire Hathaway HomeServices Lake Ozark Realty

Lake Ozark Realty, a full-service brokerage, has served the Lake Ozark, MO community for more than a decade. The company knows every inch of Lake Ozark shoreline and surrounding neighborhoods, specializing in homes, condos and cabins of all sizes. Visit www.yourlakeozarkhome.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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