



**BERKSHIRE  
HATHAWAY**  
HomeServices

# NEWS RELEASE



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**FOR IMMEDIATE RELEASE**

## **Prudential MAC Real Estate Joins Berkshire Hathaway HomeServices Real Estate Brokerage Network**

*Illinois brokerage now operating as Berkshire Hathaway HomeServices MAC Real Estate*

**PLAINFIELD, IL (July 22, 2014)** – Berkshire Hathaway HomeServices, the real estate brokerage network operated by HSF Affiliates LLC, today announced that Prudential MAC Real Estate has joined the network and is now operating as Berkshire Hathaway HomeServices MAC Real Estate.

The brokerage, which is independently owned and operated, joins a growing roster of affiliates that have transitioned to the brand since September 2013. Berkshire Hathaway HomeServices now counts nearly 31,000 and 907 offices in 46 states.

“We are excited about our future as a part of Berkshire Hathaway HomeServices,” said MAC Real Estate Broker/Owner Kurt McAdams. “Our association with a brand whose namesake is one of the world’s most trusted corporations will go a long way. It will certainly set us apart from the competition in the west and southwest Chicago suburbs.”

McAdams said Berkshire Hathaway HomeServices is an ideal fit for his brokerage, as the brand is built on core values of trust, integrity, stability and longevity. “We live these values every day,” he explained. “Our team appreciates the opportunity and responsibility to represent this exciting brand.”

With the transition, MAC Real Estate’s agents gain access to Berkshire Hathaway HomeServices’ Global Network Platform – a robust suite of real estate tools and resources – plus professional education, business consultation and the exclusive Luxury Collection program for high-end listings. Clients will appreciate the real estate tools and information available through the brokerage’s new website, [www.bhhsamac.com](http://www.bhhsamac.com). “We are service leaders armed with the finest technology and training in real estate,” McAdams said. “We will be the very best for our home-buying and selling clients.”

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Stephen Phillips, president of Berkshire Hathaway HomeServices, applauded MAC Real Estate's transition. "Kurt and his agents serve their clients well and will be terrific ambassadors of our brand," he said. "We are proud they're moving forward with us."

MAC Real Estate will celebrate its transition today at a celebration for agents at its Plainfield headquarters. The company's Cabernet and Cream yard signs are now appearing throughout the west and southwest Chicago suburbs.

### **About Berkshire Hathaway HomeServices MAC Real Estate**

MAC Real Estate is a full-service real estate agency that has serviced the west and southwest Chicago suburbs since 2010 and has veteran agent experience dating back to the 1980s. The brokerage is committed to delivering innovative marketing programs, skilled negotiations and open, regular and professional communication to every client. Visit [www.bhsmac.com](http://www.bhsmac.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](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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