



**BERKSHIRE
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HomeServices

NEWS RELEASE



18500 Von Karman Avenue, Suite 400
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FOR IMMEDIATE RELEASE

Weichert, REALTORS® Mel Antonio Group Joins Berkshire Hathaway HomeServices Real Estate Brokerage Network

New Bedford-area brokerage to operate as Berkshire Hathaway HomeServices Mel Antonio Real Estate

NEW BEDFORD, MA (Sept. 29, 2016) – Berkshire Hathaway HomeServices, part of the HSF Affiliates LLC family of real estate brokerage networks, today announced that Weichert, REALTORS® Mel Antonio Group will join the network Oct. 1 operating as Berkshire Hathaway HomeServices Mel Antonio Real Estate.

The full-service brokerage, founded in 1999 by Broker/Owner Mel Antonio, serves greater New Bedford as well as Acushnet, Dartmouth, Fairhaven, Fall River and Westport. Berkshire Hathaway HomeServices is America's fastest-growing brokerage network with more than 42,300 agents in 47 states named to the brand since its launch in fall 2013.

"We are proud and excited that Berkshire Hathaway HomeServices invited us to join its network," said Antonio. "We believe the brand, whose namesake is the world-renowned Berkshire Hathaway Inc., will be warmly embraced in our markets. The combination of Mel Antonio Real Estate and this brand will be tough to beat locally."

Antonio said Berkshire Hathaway HomeServices appeals to the broadest variety of clients, from buyers and sellers of entry-level properties to those seeking high-end homes along the coast and near New Bedford's bustling sea port. "The Berkshire Hathaway HomeServices brand is fresh, sophisticated and wonderfully suited for our markets," he explained. "It will have particular appeal in our coastal communities where we expect to grow most."

With their affiliation, Mel Antonio Real Estate agents gain access to the network's Global Network Platform, a technology suite delivering some of the most powerful tools in real estate for lead generation, marketing support, social media, video production/distribution and more. Beyond technology, the brand provides national and international marketing support, professional education and the exclusive Luxury Collection for high-end and resort listings.

"Our team must constantly improve to best serve consumers and compete in the marketplace," said Stacy Antonio, broker/manager. "These tools and resources will help us cover more ground with

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greater efficiency, and will help us be our very best for our clients.”

Gino Blefari, CEO of HSF Affiliates, welcomed Mel Antonio Real Estate to the network. “Mel, Stacy and the team are skilled professionals who have earned a high level of trust in the marketplace,” he said. “We’re proud they represent our Berkshire Hathaway HomeServices brand in greater New Bedford and surrounding communities.”

Mel Antonio Real Estate will commemorate its brand transition Oct. 7 with a grand re-opening celebration for agents, clients, local officials and business alliances. The event will run from 6-8 p.m. in the parking lot of the brokerage’s New Bedford office, 1160 Rockdale Ave.

About Berkshire Hathaway HomeServices Mel Antonio Real Estate

Mel Antonio Real Estate is a full-service real estate brokerage serving greater New Bedford as well as Acushnet, Dartmouth, Fairhaven, Fall River and Westport. Visit www.melantonio.com for details.

About Berkshire Hathaway HomeServices

Berkshire Hathaway HomeServices, based in Irvine, CA, is a real estate brokerage franchise 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. Visit www.berkshirehathawayhs.com.

Irvine, CA-based HSF Affiliates LLC operates the 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.

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