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NEWS RELEASE



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FOR IMMEDIATE RELEASE

Prudential Montana Real Estate to Join the Berkshire Hathaway HomeServices Real Estate Brokerage Network

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Montana brokerage powerhouse will operate as Berkshire Hathaway HomeServices Montana Properties

BOZEMAN/MISSOULA, MT (Dec. 9, 2014) – Prudential Montana Real Estate today announced that it will join the Berkshire Hathaway HomeServices real estate brokerage network and operate as Berkshire Hathaway HomeServices Montana Properties starting April 1, 2015.

The full-service brokerage, perennially among Prudential Real Estate’s Top 50 companies, generated more than \$650 million in sales volume and 2,500 closed units in 2013. It will be part of a brokerage network that in just 15 months grew to 34,223 agents and 1,056 offices operating in 47 states. Berkshire Hathaway HomeServices was already 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. The brand is part of HSF Affiliates LLC’s family of real estate brokerage franchise networks.

“We proudly move forward to what we consider the branding opportunity of a lifetime,” said Broker/Owner Dan Ermatinger. “Berkshire Hathaway HomeServices is inspired by Warren Buffett’s Berkshire Hathaway Inc., one of the world’s most trusted and respected corporations. The brand is fresh, intelligent and ideal for our agents, clients and company.”

Broker/Owner Michael Basile said Berkshire Hathaway HomeServices is the best choice to help agents grow their business. “We love the timing of our brand transition, as real estate continues moving forward and we look to expand our operations,” he explained. “We feel strongly that clients will seek out our Cabernet and White yard signs as symbols of quality service and quality properties. Agents and business alliances looking to take their operations to the next level should look no farther than Berkshire Hathaway HomeServices Montana Properties.”

With their transition, Montana Properties agents will gain access to Berkshire Hathaway HomeServices’ Global Network Platform – a suite of online tools, applications and services – plus ongoing business consultation, professional, education and marketing support. Resources include powerful lead generation and other tools fueled by the most accurate real estate data available.

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“We’re excited for our bright future and for the enhanced service and representation we will provide to our agents and clients,” said Ermatinger. “The combination of this brand and our brokerage, whose strong heritage dates back to 1958, will represent the finest in local real estate.”

Gino Blefari, incoming CEO of HSF Affiliates, welcomed Ermatinger, Basile and their team. “Montana Properties has earned a stellar reputation for its expertise and customer care,” he said. “We look forward to their continued growth and success as members of Berkshire Hathaway HomeServices.”

About Berkshire Hathaway HomeServices Montana Properties

Montana Properties is the first full-service, statewide real estate company in Montana. It is a locally owned, independent company with offices in Big Sky, Bozeman, Dillon, Ennis, Sheridan, Twin Bridges, Hamilton, Florence, Missoula, Seeley Lake and Polson.

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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