



**BERKSHIRE
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HomeServices

NEWS RELEASE



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FOR IMMEDIATE RELEASE

Prudential Myrtle Beach Real Estate Joins Berkshire Hathaway HomeServices Real Estate Brokerage Network

South Carolina brokerage to operate as Berkshire Hathaway HomeServices Myrtle Beach Real Estate

MYRTLE BEACH, SC (Aug. 6, 2014) – Berkshire Hathaway HomeServices, the real estate brokerage network operated by HSF Affiliates LLC, today announced that Prudential Myrtle Beach Real Estate has transitioned to the brand and is operating as Berkshire Hathaway HomeServices Myrtle Beach Real Estate.

The brokerage, which is locally owned and operated, joins a growing roster of affiliates that have joined the network since September. Berkshire Hathaway HomeServices now counts nearly 32,000 agents and 949 offices in 46 states.

Myrtle Beach Real Estate serves Horry County and the Grand Strand stretch of beaches in northeastern South Carolina. The company, known for its quality service and local-market expertise, has been helping customers turn vacations into lifestyles for nearly 20 years. In fact, 90% of its clients purchase second and vacation homes.

Broker/Owner Marvin Heyd said the transition is start of a new era for the company. “The Berkshire Hathaway name is respected worldwide and that’s great for our brokerage network,” said Heyd. “We believe joining Berkshire Hathaway HomeServices will bring us a wide range of opportunities to grow and develop our company.”

Myrtle Beach Real Estate takes pride in its well-trained agents who have a deep knowledge of the local real estate market. With the transition, those agents gain access to Berkshire Hathaway HomeServices’ Global Network Platform – a robust suite of real estate resources – plus professional education, business consultation and the exclusive Luxury Collection program for high-end listings.

Heyd and fellow company co-owners Nigel Horonzy and T.J. O’Brien believe these tools and resources provide Myrtle Beach Real Estate with important advantages. “The Global Network Platform will extend our agents’ reach and efficiency,” Heyd said. “It will help us take our service to an even higher level.”

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Myrtle Beach Real Estate commemorated its transition yesterday with a kick-off breakfast for agents and employees and an afternoon ribbon-cutting ceremony that included Myrtle Beach Mayor John Rhodes and members of the local chamber of commerce.

Stephen Phillips, president of Berkshire Hathaway HomeServices, congratulated Myrtle Beach Real Estate on its affiliation. "Marvin, Nigel, T.J. and their team are market leaders and we're proud they're representing our brand in greater Myrtle Beach," Phillips said.

About Berkshire Hathaway HomeServices Myrtle Beach Real Estate

Myrtle Beach Real Estate is an independently owned, full-service real estate agency serving Horry County and the Grand Stand area in northeastern South Carolina. For more information, visit www.bhsmyrrtlebeach.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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