



**BERKSHIRE  
HATHAWAY**  
HomeServices

# NEWS RELEASE



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**FOR IMMEDIATE RELEASE**

## **Prudential Northeast Properties Joins Berkshire Hathaway HomeServices Real Estate Brokerage Network**

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*One of Maine's oldest real estate brokerages is now operating as Berkshire Hathaway HomeServices Northeast Real Estate*

**BANGOR, ME (Sept. 16, 2014)** – Berkshire Hathaway HomeServices, part of the HSF Affiliates LLC family of real estate brokerage franchise networks, today announced that Prudential Northeast Properties has joined the network and is operating as Berkshire Hathaway HomeServices Northeast Real Estate.

The company, founded in the 1880s and incorporated in 1903, is among Maine's oldest and most respected real estate brokerages. It is the first in the state to affiliate with Berkshire Hathaway HomeServices, a brand that now counts more than 32,000 agents and 1,011 offices in 47 states since its launch a year ago.

Broker/Owner Robert Norris said the brand will help Northeast Real Estate add distinction in the marketplace. "Berkshire Hathaway HomeServices' namesake is Berkshire Hathaway, one of the world's most trusted and respected corporations," he explained. "The brand is fresh, exciting and intelligent, and will resonate well throughout Maine."

Norris said clients will look for Berkshire Hathaway HomeServices yard signs as symbols of quality service and integrity. Similarly, Maine's top agents will want to represent a brand inspired by Warren Buffett's global organization. "We consider this the branding opportunity of a lifetime in real estate," Norris said. "It's certainly a key component of our growth strategy looking forward."

With the transition, Northeast Real Estate agents gain access to the Global Network Platform, Berkshire Hathaway HomeServices' powerful suite of real estate tools and resources, plus ongoing business consultation, professional education, national marketing support and the Luxury Collection program for high-end listings. "This includes powerful lead generation and a mobile app fueled by the cleanest, most accurate real estate information available," Norris said. "Combined with additional resources we already have in place, our technology platform is second to none in our state."

Northeast Real Estate will commemorate its transition today with a ceremony at its Bangor headquarters. Its Cabernet and White yard signs are now appearing throughout Bangor and greater Maine.

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Stephen Phillips, president of Berkshire Hathaway HomeServices, applauded Northeast Real Estate's transition. "We're elated that Robert and his fine company have chosen to represent Berkshire Hathaway HomeServices," he said. "They are terrific ambassadors of our brand."

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

Northeast Real Estate is a full-service real estate brokerage serving Maine. The company, which operates nine offices with more than 130 agents and employees, is independently owned and operated. Visit [www.bhhsnortheastrealestate.com](http://www.bhhsnortheastrealestate.com).

### **About Berkshire Hathaway HomeServices**

Berkshire Hathaway HomeServices, based in Irvine, CA, is a new 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. Berkshire Hathaway HomeServices in early 2014 was named "Real Estate Agency Brand of the Year" by consumers in the 26<sup>th</sup> 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 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.

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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