



**BERKSHIRE
HATHAWAY**
HomeServices

NEWS RELEASE



18500 Von Karman Avenue, Suite 400
Irvine, CA 92612

FOR IMMEDIATE RELEASE

Prudential Northwest Real Estate Shelton Joins Berkshire Hathaway HomeServices Real Estate Brokerage Network

[#GoodToKnow](#)

Mason County brokerage now operating as Berkshire Hathaway HomeServices Northwest Real Estate Shelton

SHELTON, WA (April 9, 2015) – Berkshire Hathaway HomeServices, part of the HSF Affiliates LLC family of real estate brokerage franchise networks, today announced that Prudential Northwest Real Estate Shelton has joined the network operating as Berkshire Hathaway HomeServices Northwest Real Estate Shelton.

Since its launch in September 2013, Berkshire Hathaway HomeServices has grown to nearly 35,000 agents and 1,100 offices operating in 47 states. The network last year was named “Startup of the Year” among entrants from a wide range of U.S. industries in the American Business Awards Stevie Awards competition.

“We are proud to begin a new era for our brokerage as a member of Berkshire Hathaway HomeServices,” said Broker/Owner Kevin Cronquist. “Our brand’s namesake is Berkshire Hathaway Inc., one of the world’s most respected and trusted corporations. We couldn’t be more excited for our future.”

Cronquist said he believes the brand will help his company grow in Mason County and beyond. Berkshire Hathaway HomeServices already has a sizeable presence in the Pacific Northwest and consumers and agents alike look to the brand as a symbol of quality service and expertise. “We appreciate that the brand is built in values of trust, integrity, stability and longevity,” Cronquist said. “We are eager to represent Berkshire Hathaway HomeServices throughout greater Mason County.”

With its transition, Northwest Real Estate Shelton gains 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, a handy mobile app and much more.

The brokerage will also benefit from Berkshire Hathaway HomeServices’ national advertising campaign. The brand, an exclusive sponsor of HGTV’s popular show “Fixer Upper” with Chip and Joanna Gaines, just launched the Berkshire Hathaway HomeServices \$50,000 Sweepstakes in conjunction with the

--more--

2-2-2

show. From March 30 through mid-June, viewers may register at www.50kFixUp.com for a chance to win \$50,000 toward a home improvement project. Official rules also are found on the site. The prize will include a design consultation with the Gaineses. “We’d love for the Sweepstakes winner to come from our Mason County marketplace,” said Cronquist. “We encourage area homeowners and potential homeowners to register.”

Northwest Real Estate Shelton will commemorate its brand transition today from 4-6 p.m. with a ribbon-cutting celebration and open house event at its Shelton headquarters, 1781 W. Shelton Matlock Road.

Gino Blefari, CEO of HSF Affiliates, welcomed Cronquist and Northwest Real Estate Shelton to the network. “Northwest Real Estate Shelton is a strong company that’s respected throughout Mason County,” he said. “We’re proud these professionals represent Berkshire Hathaway HomeServices locally.”

About Berkshire Hathaway HomeServices Northwest Real Estate Shelton

Northwest Real Estate Shelton is a full-service real estate brokerage based in Shelton, WA serving Mason County since 1977. Visit www.bhsshelton.com for details.

About Berkshire Hathaway HomeServices

Berkshire Hathaway HomeServices, based in Irvine, CA, is a 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. 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.

Prudential, the Prudential logo and the Rock symbol are service marks of Prudential Financial, Inc. and its related entities, and are used under license with no other affiliation with Prudential.

Media Contacts:

Kevin Ostler

(949) 794-7980

kevinostler@hsfranchise.com

Marisa Pincas

(212) 704-8112

marisa.pincas@edelman.com