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# NEWS RELEASE



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FOR IMMEDIATE RELEASE

## Prudential One Realty Centre Joins Berkshire Hathaway HomeServices Real Estate Brokerage Network

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*Waterloo brokerage is now operating as Berkshire Hathaway HomeServices One Realty Centre*

**WATERLOO, IA (Oct. 14, 2014)** – Berkshire Hathaway HomeServices, part of the HSF Affiliates LLC family of real estate brokerage franchise networks, today announced that Prudential One Realty Centre has joined the network operating as Berkshire Hathaway HomeServices One Realty Centre.

The brokerage, founded in 2003 by Broker/Owner Jason Strelow, is the next in a growing roster of affiliates that has joined Berkshire Hathaway HomeServices since September 2013. The brand now counts 1,035 offices and 33,765 agents operating in 47 states.

“Brand is so important in real estate and we’ve just aligned with a network carrying one of the world’s most recognizable and respected names,” said Strelow. “We’re excited to represent Berkshire Hathaway HomeServices locally and to grow our business.”

Strelow said real estate consumers will look for Berkshire Hathaway HomeServices distinctive Cabernet and Cream yard signs as symbols of quality service, integrity and local-market expertise. The brand will also benefit recruiting efforts, Strelow added. “We believe top agents will want to represent Berkshire Hathaway HomeServices. The brand is fresh, exciting and built for a new era in real estate.”

With their transition, One Realty Centre agents gain access to Berkshire Hathaway HomeServices’ Global Network Platform – a robust suite of real estate tools and resources – plus professional education, business consultation, marketing support and the exclusive Luxury Collection program for high-end listings. Resources include powerful lead generation, a handy mobile app and other resources powered by the most accurate real estate data available.

“The Global Network Platform is a real game-changer for us,” said Strelow. “The Cedar Valley’s top agents are now equipped with real estate’s finest tools, and that’s the best news for real estate consumers.”

One Realty Centre will commemorate its brand transition tomorrow afternoon at 3:30 with a ceremony at its headquarters, 236 National Drive. Members of the Greater Cedar Valley Alliance & Chamber will attend the event along with other local officials. The brokerage’s new yard signs begin appearing today throughout the Cedar Valley.

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Earl Lee, CEO of HSF Affiliates, welcomed One Realty Centre to the brand family. “Jason Strelow built his real estate company from the ground up,” he said. “We are proud to welcome Jason and his fine team to Berkshire Hathaway HomeServices.”

### **About Berkshire Hathaway HomeServices One Realty Centre**

One Realty Centre is a full-service real estate brokerage serving the Cedar Valley. The company’s mission is to fulfill clients’ real estate goals by creating opportunities through its expertise, service and company strength. Visit [www.bhhsonerealty.com](http://www.bhhsonerealty.com) starting tomorrow for details.

### **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](http://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](http://www.berkshirehathawayhs.com) for details.

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