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NEWS RELEASE



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FOR IMMEDIATE RELEASE

Prudential Partners Realty Joins Berkshire Hathaway HomeServices Real Estate Brokerage Network

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Bowling Green brokerage to operate as Berkshire Hathaway HomeServices Partners Realty

BOWLING GREEN, KY (Sept. 30, 2014) – Berkshire Hathaway HomeServices, part of the HSF Affiliates LLC family of real estate brokerage franchise networks, today announced that Prudential Partners Realty has joined the network and is now operating as Berkshire Hathaway HomeServices Partners Realty.

The brokerage joins a growing roster of affiliates that have joined Berkshire Hathaway HomeServices since September 2013. The network now counts more than 33,300 agents and 1,014 offices operating in 47 states.

“We are proud to represent Berkshire Hathaway HomeServices, a network inspired by world-renowned Berkshire Hathaway Inc.,” said Broker/Owner James Cook. “We believe the brand will resonate well with consumers and real estate professionals alike. People will look for our Berkshire Hathaway HomeServices yards as symbols of quality service and integrity.”

Partners Realty, a full-service brokerage, has served the greater Bowling Green market for more than 45 years. The company boasts a team of skilled and tenured agents, most of whom have been with the firm for at least 10 years.

“I can’t think of a better growth opportunity for our brokerage and agents,” said Relocation Director Jennifer Misener. “Berkshire Hathaway HomeServices is fresh, intelligent and a whole new option for homebuyers and sellers. The brand offers significant marketing advantages and we’re eager to capitalize on them.”

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

“Our new technology platform will extend the reach and efficiency of our agents,” said Cook. “This will result in even better service for our clients.”

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Earl Lee, CEO of HSF Affiliates LLC, welcomed Partners Realty to the network. “We are delighted that James and his team are going forward with Berkshire Hathaway HomeServices,” he said. “The brokerage is a fine addition to our network.”

About Berkshire Hathaway HomeServices Partners Realty

Partners Realty, a family-owned brokerage, serves Allen, Barren, Logan, Simpson and Warren counties and surrounding areas. Learn more at www.bgforsale.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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