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HomeServices

NEWS RELEASE



18500 Von Karman Avenue, Suite 400
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FOR IMMEDIATE RELEASE

Prudential Slater James River, REALTORS® Joins Berkshire Hathaway HomeServices Real Estate Brokerage Network

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Richmond brokerage leader to operate as Berkshire Hathaway HomeServices PenFed Realty

RICHMOND, VA (Feb. 2, 2015) – Berkshire Hathaway HomeServices, part of the HSF Affiliates LLC family of real estate brokerage franchise networks, today announced that Prudential Slater James River, REALTORS® has joined the network operating as Berkshire Hathaway HomeServices PenFed Realty.

The full-service brokerage, family owned and operated since 1937, was recently acquired by Alexandria-based PenFed Realty. The transaction gives PenFed Realty, which operates throughout the Mid-Atlantic region plus Florida, Kansas, Texas and Tennessee, entrance into the vibrant Richmond market.

“Slater James River, REALTORS® is a fantastic company with great leadership and a rich heritage,” said Kevin Wiles, PenFed Realty president, Mid-Atlantic Region. “We’re excited to expand our market presence into Richmond under the leadership of Broker Earl Jackson. Both of our companies are committed to delivering unique value to every client served and, therefore, we won’t skip a beat through the transition.”

Jackson, who has led the Richmond team since the late ‘90s, said he and his agents are excited to join PenFed Realty. “In one transaction we gain access to the compelling Berkshire Hathaway HomeServices brand and its extensive value proposition, and to the venerable Pentagon Federal Credit Union, which owns PenFed Realty,” he explained. “We’re confident our greater Richmond market will embrace our new name.”

The brand will help PenFed Realty grow and recruit in Richmond, Jackson added. “I’ve been charged with growing our brokerage to provide even greater service and reach throughout our marketplace,” Jackson said. “We expect to double our agent count to 80 in two years.”

Berkshire Hathaway HomeServices affiliated its first brokerage in September 2013 and has since grown to nearly 35,000 agents and 1,100 offices operating in 47 states. The network in its first year was named 2014 “Real Estate Agency Brand of the Year” by consumers in the 26th annual Harris Poll EquiTrend® study and “Startup of the Year” among all U.S. industries at the 2014 American Business Awards.

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With their transition, PenFed Realty agents gain 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 and other tools fueled by the most accurate real estate data available.

About Berkshire Hathaway HomeServices PenFed Realty

PenFed Realty, LLC, wholly owned by PenFed (Pentagon Federal Credit Union), is a full-service real estate company with an annual sales volume of nearly \$2.7 billion. It serves PenFed members as well as the general public with 1,700 agents and 52 offices. Visit www.bhhspenfedrealty.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. 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 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 for details.

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