



**BERKSHIRE
HATHAWAY**
HomeServices

NEWS RELEASE



18500 Von Karman Avenue, Suite 400
Irvine, CA 92612

FOR IMMEDIATE RELEASE

Prudential Dinning-Beard REALTORS® Joins Berkshire Hathaway HomeServices Real Estate Brokerage Network

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Kansas brokerage leader is now operating as Berkshire Hathaway HomeServices PenFed Realty

WICHITA, KS (Nov. 12, 2014) – Berkshire Hathaway HomeServices, part of the HSF Affiliates LLC family of real estate brokerage franchise networks, today announced that Prudential Dinning-Beard REALTORS® has joined the network operating as Berkshire Hathaway HomeServices PenFed Realty.

This conversion marks the arrival of two powerhouse brands to the Kansas real estate market, as the brokerage assumes its long-anticipated, new DBA under the ownership of venerable PenFed Credit Union and as part of a brokerage network that has grown to 34,000 agents and 1,046 offices in just 14 months. In fact, Berkshire Hathaway HomeServices 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.

PenFed Realty Broker Willie Kihle said he is proud and excited to represent these brands locally. “Our name represents integrity, trust and financial strength,” he said. “As always, real estate consumers may count on us for the finest service and guidance.”

Broker Mona Stein said PenFed Realty proudly carries forward its traditions to Berkshire Hathaway HomeServices. The brokerage was a perennial Top 50 company in the Prudential Real Estate network. “We expect to grow our business as a member of Berkshire Hathaway HomeServices,” she said. “The brand speaks of quality and has broad appeal to consumers and real estate professionals alike.”

With their transition, PenFed Realty agents gain access to Berkshire Hathaway HomeServices’ powerful 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 other tools powered by the cleanest, most accurate real estate data available.

PenFed Realty will commemorate its brand transition over the next few days with ribbon-cutting ceremonies and events at its offices in Wichita and Newton. The brokerage’s new Cabernet and Cream yard signs will begin appearing today throughout Kansas.

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Earl Lee, CEO of HSF Affiliates, applauded PenFed Realty's transition. "Willie, Mona and their agents serve the Kansas market with distinction," Lee said. "We're proud to welcome these fine professionals to Berkshire Hathaway HomeServices."

About Berkshire Hathaway HomeServices PenFed Realty

PenFed Realty has been proudly serving Wichita and surrounding communities for more than 50 years. Thousands of satisfied customers have bought and sold property with the help of PenFed Realty agents. Visit <http://KS.PenFedRealty.com>.

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 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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Media Contacts:

Kevin Ostler

(949) 794-7980

kevinostler@hsfranchise.com

Marisa Mulqueen

(212) 704-8112

marisa.mulqueen@edelman.com