



BERKSHIRE
HATHAWAY
HomeServices

NEWS RELEASE



18500 Von Karman Avenue, Suite 400
Irvine, CA 92612

FOR IMMEDIATE RELEASE

Prudential Texas Properties Joins Berkshire Hathaway HomeServices Real Estate Brokerage Network

[#GoodToKnow](#)

Regional brokerage leader is now operating as Berkshire Hathaway HomeServices PenFed Realty Texas

DALLAS, TX (Nov. 18, 2014) – Berkshire Hathaway HomeServices, part of the HSF Affiliates LLC family of real estate brokerage franchise networks, today announced that Prudential Texas Properties has joined the network operating as Berkshire Hathaway HomeServices PenFed Realty Texas.

The transition marks arrival of two powerhouse brands to the Dallas/Fort Worth region, as the brokerage assumes its long-anticipated, new DBA under ownership of venerable Pentagon Federal Credit Union and as part of a Berkshire Hathaway HomeServices network that has grown to 34,000 agents and 1,046 offices in just 14 months. In fact, the network 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 Texas Broker Rick Wylie said the transition ushers in a new era of growth at the brokerage, which has served the region since 1989 and was a perennial Top 50 company with Prudential Real Estate. “We are so proud of our new name and what it stands for,” he explained. “Berkshire Hathaway HomeServices’ namesake is Warren Buffett’s Berkshire Hathaway Inc., a corporation respected around the world. PenFed is one of America’s strongest and safest credit unions serving millions of Americans. Factor in our skilled and passionate agents – the best in greater Dallas/Fort Worth – and you’ve got world-class real estate representation.”

Wylie said business has accelerated since he announced the transition earlier this year. “Clients and builders are excited about the possibilities,” he added. “Of course, real estate professionals understand the marketing potential of our brand and want to be a part of it.”

With their transition, PenFed Realty Texas 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.

--more--

2-2-2

“New technology will give our agents additional advantages in the marketplace,” said DD Flynn, the brokerage’s vice president of marketing. “This means even better service for our homebuyers and sellers.”

PenFed Realty will commemorate its brand transition today with ceremonies held in the Founders Club at AT&T Stadium, Arlington. HSF Affiliates’ incoming CEO Gino Blefari will attend the event as will local officials and chamber of commerce representatives. “PenFed Realty Texas stands for quality in the marketplace and we’re proud to welcome the brokerage to Berkshire Hathaway HomeServices,” said Blefari.

About Berkshire Hathaway HomeServices PenFed Realty Texas

PenFed Realty Texas, a full-service brokerage, has been proudly serving the greater Dallas/Fort Worth region since 1989. Visit www.bhhspenfedtx.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 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.

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 Mulqueen

(212) 704-8112

marisa.mulqueen@edelman.com