

# NEWS RELEASE



FOR IMMEDIATE RELEASE

## Prudential Peters Realty Joins Berkshire Hathaway HomeServices Real Estate Brokerage Network

*New York brokerage to operate as Berkshire Hathaway HomeServices Peters Realty*

**LIBERTY, NY (Aug. 5, 2014)** – Berkshire Hathaway HomeServices, the real estate brokerage network operated by HSF Affiliates LLC, announced that Prudential Peters Realty will operate as Berkshire Hathaway HomeServices Peters Realty starting today.

The brokerage, which is locally owned and operated, joins a growing roster of affiliates that have joined the network since September. Berkshire Hathaway HomeServices now counts more than 31,000 agents and 919 offices in 46 states.

Peters Realty, which has served Sullivan County and the surrounding area since 1986, has built its reputation on top-notch client service and a staff of agents with deep community ties. Principal Broker Bonnie Gipson said the new brand will help her company grow and recruit. “Sharing the name of one of the world’s most trusted companies brings with it tremendous brand recognition,” said Gipson. “We believe real estate consumers will embrace Berkshire Hathaway HomeServices as a symbol of quality service, integrity and trust. We’re also confident top real estate professionals will want to take their careers to the next level with our brand.”

With the transition, Peters Realty agents gain access to Berkshire Hathaway HomeServices’ Global Network Platform – a robust suite of real estate tools – plus professional education, business consultation and the exclusive Luxury Collection program for high-end listings.

Gipson said her agents are excited for their prospects under the new banner. “With our brand and its tools and resources, we believe we will reach new heights for customer care and efficiency. We will be the very best for our clients.”

Stephen Phillips, president of Berkshire Hathaway HomeServices, welcomed Peters Realty to the network. “Bonnie and her team are well respected locally and will be fine members of Berkshire Hathaway HomeServices,” Phillips said.

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Peters Realty will commemorate its transition this afternoon at its Liberty headquarters with a ribbon-cutting ceremony for agents, constituents and members of the Greater Liberty Chamber of Commerce. The company's Cabernet and Cream yard signs are now appearing throughout Sullivan County.

### **About Berkshire Hathaway HomeServices Peters Realty**

Peters Realty, based in Liberty, has been serving Sullivan County and adjacent areas since 1986. The company conducts business with the highest regard for ethics, fair housing practices and a fundamental belief in the right to own real property. For more information visit [www.bhhspetersrealty.com](http://www.bhhspetersrealty.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](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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