



**BERKSHIRE
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HomeServices

NEWS RELEASE



18500 Von Karman Avenue, Suite 400
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FOR IMMEDIATE RELEASE

Prudential Prairie Path, Realtors® Joins Berkshire Hathaway HomeServices Real Estate Brokerage Network

Elmhurst-based brokerage begins new era as Berkshire Hathaway HomeServices Prairie Path, Realtors®

Elmhurst, IL (April 17, 2014) – Berkshire Hathaway HomeServices, the new real estate brokerage network operated by HSF Affiliates LLC, today announced that Prudential Prairie Path, Realtors® has joined the network and is operating as Berkshire Hathaway HomeServices Prairie Path, Realtors®, effective today.

Prairie Path, Realtors®, based in Elmhurst, is a leading real estate brokerage serving Chicago's west suburbs. The brokerage is the most recent addition to the expanding roster of affiliates that have joined the network since September. Berkshire Hathaway HomeServices – recently named “Real Estate Agency Brand of the Year” in the Harris Poll EquiTrend® Study – now spans 37 states and includes more than 28,000 agents and 750 offices.

“We are so thrilled to have joined the network,” said Mickey Muisenga, broker and owner of Prairie Path, Realtors®. “This transition is a huge milestone for our brokerage, and we know that becoming part of Berkshire Hathaway HomeServices will provide our company and agents with even more distinction in our competitive marketplace.”

Muisenga said the Berkshire Hathaway HomeServices brand will be sought out in the west suburbs. “We believe our new brand will be warmly embraced by real estate consumers,” he explained. “Likewise, top agents will understand the potential of a brand whose namesake is Berkshire Hathaway – the world's most respected company according to *Barron's* – and will want to represent it.”

As part of the transition, Prairie Path, Realtors® agents gain access to a robust real estate technology platform, ongoing business consultation, professional education and marketing support. To celebrate joining the network, the brokerage will hold a ribbon-cutting with agents and the local chamber of commerce later this spring.

Welcoming Muisenga and his team to the network, Earl Lee, CEO of HSF Affiliates, said: “We're glad that Prairie Path, Realtors® has chosen to join our growing network. The brokerage's exemplary record of strong leadership, superior client service and commitment to professionalism makes it an ideal fit for Berkshire Hathaway HomeServices.”

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Prairie Path, Realtors'® new Cabernet and Cream yard signs will begin appearing throughout Elmhurst and the surrounding suburbs today.

About Berkshire Hathaway HomeServices Prairie Path, Realtors®

Berkshire Hathaway HomeServices Prairie Path, Realtors®, a full-service real estate company, serves Elmhurst and Chicago's west suburbs. The firm also specializes in short sales, foreclosures and REO properties. Founded in 1988, Prairie Path, Realtors® is dedicated to delivering the highest level of professionalism and client service. Visit www.PrairiePathRealtors.com for details.

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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