



BERKSHIRE  
HATHAWAY  
HomeServices

# NEWS RELEASE



18500 Von Karman Avenue, Suite 400  
Irvine, CA 92612

FOR IMMEDIATE RELEASE

## Prudential Preferred Real Estate Joins Berkshire Hathaway HomeServices Real Estate Brokerage Network

[#GoodToKnow](#)

*Lee County brokerage leader now operates as Berkshire Hathaway HomeServices Preferred Real Estate*

**AUBURN, AL (Mar. 18, 2015)** – Berkshire Hathaway HomeServices, part of the HSF Affiliates LLC family of real estate brokerage franchise networks, today announced that Prudential Preferred Real Estate has joined the network operating as Berkshire Hathaway HomeServices Preferred Real Estate.

“We are excited to move forward under the Berkshire Hathaway HomeServices banner,” said Stacy Williams Jordan, owner of Preferred Real Estate. “Our network’s namesake, Berkshire Hathaway Inc., is one of the world’s most trusted and respected corporations and we’re proud to represent its values of trust, integrity, stability and longevity right here in Auburn, Opelika and surrounding Lee County.”

Berkshire Hathaway HomeServices has grown to nearly 35,000 agents and 1,100 offices operating in 47 states since its launch in September 2013. The network last year was named “Startup of the Year” among entrants from a wide range of U.S. industries in the American Business Awards Stevie Awards competition.

Preferred Real Estate is Auburn-Opelika’s largest real estate brokerage and sales-volume leader, outselling its next-closest competitor by over \$40 million in 2014. Jordan said Berkshire Hathaway HomeServices will help her company extend its market leadership now and for many years to come. “Clients and business associates are already recognizing the Cabernet and Cream yard signs all over town, but we want to assure them we’re the same great company with the same great agents working harder than ever before,” she explained. “We’re more committed to providing the best service from the most knowledgeable real estate professionals in the market. Our commitment to the community will become even stronger with the addition of the Berkshire Hathaway HomeServices brand.”

With the transition, Preferred Real Estate 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, a handy mobile app and more.

--more--

## 2-2-2

“Our new tools and national marketing clout will add to our already strong local advantages and connections,” Jordan said. “We will be the very best for our home-sellers and buyers.”

Gino Blefari, CEO of HSF Affiliates, welcomed the brokerage to the Berkshire Hathaway HomeServices family. “Stacy and her team are market leaders with a strong reputation for expertise and customer care,” he said. “We’re proud to welcome them to the brand.”

With 38 full-time agents, Preferred Real Estate is poised to serve the region’s buyers and sellers. “When you have this number of top-notch agents and support staff in a supportive environment with the best tools available, it’s going to add up to a big win for our clients,” said Jordan. “We’re very excited about that.”

### **About Berkshire Hathaway HomeServices Preferred Real Estate**

Preferred Real Estate is a full-service real estate brokerage serving Auburn, Opelika and surrounding Lee County. The company, founded in 2006 by Stacey Williams Jordan, has earned the highest sales volume of any real estate company in Lee County the last five years. Visit <http://bhhspreferredauburn.com> for more information.

### **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.

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.

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](mailto:kevinostler@hsfranchise.com)

Marisa Pincas

(212) 704-8112

[marisa.pincas@edelman.com](mailto:marisa.pincas@edelman.com)