



**BERKSHIRE
HATHAWAY**
HomeServices

NEWS RELEASE



18500 Von Karman Avenue, Suite 400
Irvine, CA 92612

FOR IMMEDIATE RELEASE

Prudential Premier Real Estate Joins Berkshire Hathaway HomeServices Real Estate Brokerage Network

[#GoodToKnow](#)

North Dakota brokerage will operate as Berkshire Hathaway HomeServices Premier Properties

FARGO, ND (Oct. 14, 2014) – Berkshire Hathaway HomeServices, part of the HSF Affiliates LLC family of real estate brokerage franchise networks, today announced that Prudential Premier Real Estate has joined the network and will operate as Berkshire Hathaway HomeServices Premier Properties starting tomorrow.

The full-service brokerage is the first in North Dakota to affiliate with Berkshire Hathaway HomeServices, a brand that now counts nearly 34,000 agents and 1,035 offices operating in 47 states since its launch in September 2013.

“We’re excited to join Berkshire Hathaway HomeServices, which we consider one of most compelling branding opportunities to come along in real estate,” said President and Owner Tyrone Leslie. “The brand is intelligent, fresh and sophisticated, and appeals to all types of real estate consumers.”

Leslie said Berkshire Hathaway HomeServices is an ideal fit for the brokerage. “The brand is built on Berkshire Hathaway Inc.’s core values of trust, integrity, stability and longevity, the same qualities we embrace every day. Our team is thrilled about the opportunities Berkshire Hathaway HomeServices brings, and we understand the responsibility of representing this fine name.”

Premier Properties, a Fargo-Moorhead and Detroit Lakes real estate leader, plans to expand its presence locally through recruiting and acquisition. “We like the timing of our affiliation, as real estate and the economy continue moving forward,” said Broker Betsy Denis. “We believe new and seasoned agents seeking to grow their business will want to represent Berkshire Hathaway HomeServices.”

With their transition, Premier Properties agents gain access to Berkshire Hathaway HomeServices’ Global Network Platform, a robust suite of real estate tools and resources, in addition to the network’s professional education, business consultation and the exclusive Luxury Collection program that adds marketing clout for high-end listings. Resources include powerful lead generation, a handy mobile app and other resources powered by the most accurate real estate data available. “We are always looking to enhance our client services and support,” added Denis. “The Global Network Platform will help us be our very best for consumers.”

--more--

2-2-2

Earl Lee, CEO of HSF Affiliates, applauded Premier Properties' affiliation. "Tyrone Leslie, Betsy Denis and their hard-working team are well-respected locally," Lee said. "We're proud they're representing our brand in North Dakota."

Premier Properties will commemorate its brand transition tomorrow with an agent breakfast and installation of its new Cabernet and Cream yard signs at listings. A ribbon-cutting ceremony will follow at 4 p.m. at the brokerage's Fargo headquarters, 1815 38th St. S., attended by agents, clients and members of the Fargo-Moorhead West Fargo Chamber of Commerce.

About Berkshire Hathaway HomeServices Premier Properties

Premier Properties serves Fargo-Moorhead, Detroit Lakes and surrounding areas with skilled and passionate agents. The company is independently owned and operated. Visit www.bhhspreproperties.com starting tomorrow 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

Amanda McKinnon
(701) 371-8369
amanda@mspan.com

###