



**BERKSHIRE
HATHAWAY**
HomeServices

NEWS RELEASE



18500 Von Karman Avenue, Suite 400
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FOR IMMEDIATE RELEASE

Berkshire Hathaway HomeServices Adds Affiliates in Southwest Virginia

Prudential Premier, REALTORS® and Prudential Waterfront Properties Join Berkshire Hathaway HomeServices Real Estate Brokerage Network

ROANOKE and HARDY, VA (April 23, 2014) – Berkshire Hathaway HomeServices, the new real estate brokerage network operated by HSF Affiliates LLC, today announced that Prudential Premier, REALTORS® and Prudential Waterfront Properties have joined the brand as Berkshire Hathaway HomeServices Premier, REALTORS® and Berkshire Hathaway HomeServices Smith Mountain Lake Real Estate, respectively. The brokerages join a growing roster of affiliates that have transitioned to the network since September. Berkshire Hathaway HomeServices now accounts for nearly 28,000 agents and 750 offices in 37 states.

“This is a remarkable opportunity to be associated with a brand whose namesake is Berkshire Hathaway Inc., the world’s most respected corporation according to Barron’s,” said Tom Wilson, broker/owner of Premier, REALTORS®. “Our agents are thrilled about the new resources, capabilities and opportunities that come with the transition, and consumer interest is already growing.”

“The transition to Berkshire Hathaway HomeServices positions us well in our unique market,” said Ron Willard Sr., president of Smith Mountain Lake Real Estate. “Our clientele tend to look for luxury and vacation properties, and resources available from Berkshire Hathaway HomeServices will help us better meet their needs.”

With the transition, associates at each brokerage gain access to Berkshire Hathaway HomeServices’ robust technology platform, ongoing business consultation, professional education, marketing support and the Luxury Collection program that adds marketing clout to high-end and resort listings. Premier, REALTORS® and Smith Mountain Lake Real Estate will usher in their new brand today with celebrations and ribbon-cutting events at their respective headquarters.

Both brokerage leaders said the Berkshire Hathaway HomeServices brand will help their companies grow. “We believe clients will view the Berkshire Hathaway HomeServices yard sign as a symbol of quality service and sound guidance,” Wilson said. Added Willard: “Anyone in business knows that the Berkshire Hathaway name is respected around the world. I believe top agents want to represent the Berkshire Hathaway HomeServices brand.”

Network President Stephen Phillips welcomed the companies to the brand. “Premier, REALTORS® and Smith Mountain Lake Real Estate are wonderfully positioned for success in southwestern Virginia. We’re pleased

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that Tom Wilson, Ron Willard and their companies have joined our Berkshire Hathaway HomeServices family.”

Premier, REALTORS’® and Smith Mountain Lake Real Estate’s Cabernet and Cream yard signs will begin appearing today throughout the region.

About Berkshire Hathaway HomeServices Premier, REALTORS®

Based in Roanoke, VA, Berkshire Hathaway HomeServices Premier, REALTORS® is a full-service brokerage serving the Roanoke, Botetourt, Bedford, Franklin, Montgomery and Craig counties. Visit www.BHHSpremierrealtors.com for details.

About Berkshire Hathaway HomeServices Smith Mountain Lake Real Estate

Based in Hardy, VA, Berkshire Hathaway HomeServices Smith Mountain Lake Real Estate is a full-service brokerage serving Franklin, Pittsylvania and Bedford counties. Visit www.SmithMtnLake.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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