



**BERKSHIRE  
HATHAWAY**  
HomeServices

# NEWS RELEASE



18500 Von Karman Avenue, Suite 400  
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**FOR IMMEDIATE RELEASE**

## **Berkshire Hathaway HomeServices Launches First Phase of International Expansion**

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*United States-based real estate brokerage network will expand to global markets in 2017; one-of-a-kind property-search site and listing syndication program open initial gateways abroad*

**IRVINE, CA, USA (May 25, 2016)** – Berkshire Hathaway HomeServices, the United States-based real estate brokerage franchise network whose namesake is Warren Buffett’s Berkshire Hathaway Inc., today announced plans to expand internationally starting in 2017. As part of its first phase of expansion, the network launched a powerful, new property-search platform on its popular [www.BerkshireHathawayHS.com](http://www.BerkshireHathawayHS.com) website; and a listing-syndication program now broadcasting Berkshire Hathaway HomeServices network listings to 70 real estate websites worldwide.

The platform, developed in conjunction with Aliso Viejo, CA-based Real Estate Digital, offers the industry’s most complete search experience for global shoppers of U.S. real estate. With two mouse clicks, consumers may choose to translate the website in any of 10 languages besides English including Chinese, French (European and Canadian), German, Italian, Japanese, Portuguese (Brazilian and European) and Spanish (European and Latin American). The site also seamlessly converts currency and measurements.

Consumers may then search for homes in any U.S. city or state serviced by Berkshire Hathaway HomeServices franchisees. What they find they can’t get on any other single site: full Multiple Listing Service data containing all listings in their search area. By registering on [www.BerkshireHathawayHS.com](http://www.BerkshireHathawayHS.com), consumers also gain proprietary “Inside Access” features including the latest pending and sold information, market reports and property-price history.

“Until now, global shoppers of U.S. real estate see only a portion of homes for sale in their searches of states, cities and postal ZIP codes,” explained Gino Blefari, CEO of Berkshire Hathaway HomeServices. “When you register and search for U.S. real estate on our website, you see every property for sale in your search area, and then you can filter and sort those searches as you would on other sites. It’s a much more effective way to begin searches of homes in America.”

“Regardless of nationality, today’s home buyers want as much information as possible to make informed decisions on their real estate investments,” said Stephen Phillips, president of Berkshire Hathaway HomeServices. “Our website and property-search platform are an indispensable resource for any global buyer

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of U.S. real estate.”

To complement the home-search platform, Berkshire Hathaway HomeServices is now broadcasting its network listings abroad. Most of the residential listings priced at \$200,000 (USD) and above are now displayed on 70 real estate websites serving consumers in 37 countries on five continents.

“A key priority in global expansion is to help our existing U.S. franchisees earn more business from beyond our borders,” said Peter Turtzo, senior vice president of International Operations for Berkshire Hathaway HomeServices. “Our investment in these resources will help our network capture international client leads and generate transaction opportunities. These resources will also help our existing franchisees win more domestic listings, and recruit and retain more top sales professionals.”

### **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. Visit [www.berkshirehathawayhs.com](http://www.berkshirehathawayhs.com) for details.

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.

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