



**BERKSHIRE  
HATHAWAY**  
HomeServices

# NEWS RELEASE



18500 Von Karman Avenue, Suite 400  
Irvine, CA 92612

**FOR IMMEDIATE RELEASE**

## **Prudential Prime Properties Joins Berkshire Hathaway HomeServices Real Estate Brokerage Network**

**[#GoodToKnow](#)**

*Greenville brokerage to operate as Berkshire Hathaway HomeServices Prime Properties*

**GREENVILLE, NC (Sept. 17, 2014)** – Berkshire Hathaway HomeServices, part of the HSF Affiliates LLC family of real estate brokerage franchise networks, today announced that Prudential Prime Properties has joined the network and is operating as Berkshire Hathaway HomeServices Prime Properties.

The brokerage joins a growing roster of companies that has transitioned to the network during the past year. Berkshire Hathaway HomeServices now counts more than 32,000 agents and 1,011 offices in 47 states.

Prime Properties Broker/Owners Rudy Schulte, Stan Cherry and Pistol Tingen see tremendous opportunity in the transition. “It is an honor and privilege to join Berkshire Hathaway HomeServices, a brand inspired by one of the world’s most trusted and respected corporations,” said Schulte. “We are excited by the marketing potential of our new brand, and we embrace the responsibility of representing Berkshire Hathaway HomeServices locally.”

Cherry said the combination of his hard-working agents and the brand will resonate well in the marketplace. “Our network is built on Berkshire Hathaway’s values of trust, integrity, stability and longevity – the same values we live here every day,” he explained. “We believe consumers will seek out our ‘Cabernet and Cream’ yard signs as symbols of top-rate service and expertise.”

Prime Properties will grow as a result of its transition, Tingen added. “We want to expand our business and serve a broader client base in the Greenville-Pitt County area,” he said. “We’re confident that agents who want to take their careers to new heights will want to represent Berkshire Hathaway HomeServices.”

With their transition, Prime Properties agents gain access to Berkshire Hathaway HomeServices’ Global Network Platform – a robust suite of real estate tools and resources – plus professional education, business consultation, marketing support and the exclusive Luxury Collection program that provides marketing clout for high-end listings.

--more--

## 2-2-2

Stephen Phillips, president of Berkshire Hathaway HomeServices, applauded the brokerage's transition. "Rudy, Stan, Pistol and their team are well-respected locally with an impressive record of client care," he said. "We're proud they're moving forward with us as members of Berkshire Hathaway HomeServices."

### **About Berkshire Hathaway HomeServices Prime Properties**

Greenville, NC-based Prime Properties serves the Greenville-Pitt County area. The independently owned company conducts business with the highest regard for ethics, fair housing practices and a fundamental belief in the right to own real property. Visit [www.bhhs-primeproperties.com](http://www.bhhs-primeproperties.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](http://www.berkshirehathawayhs.com).

Irvine, CA-based HSF Affiliates LLC operates the 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 Mulqueen

(212) 704-8112

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

###