



**BERKSHIRE
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HomeServices

NEWS RELEASE



18500 Von Karman Avenue, Suite 400
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FOR IMMEDIATE RELEASE

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

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Philadelphia-based brokerage now operating as Berkshire Hathaway HomeServices Prime Real Estate

PHILADELPHIA, PA (May 14, 2015) – Berkshire Hathaway HomeServices, part of the HSF Affiliates LLC family of real estate brokerage franchise networks, today announced that Prudential Prime Real Estate has joined the network operating as Berkshire Hathaway HomeServices Prime Real Estate.

Berkshire Hathaway HomeServices has grown to nearly 37,000 agents and more than 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.

“Prime Real Estate has a strong and proud history in Philadelphia, and today we start a new chapter with Berkshire Hathaway HomeServices,” said Broker/Owner Steve Moffitt. “Our network is one of the few organizations entrusted with the Berkshire Hathaway name, and it’s built on Berkshire Hathaway’s core values of trust, integrity, stability and longevity. We’re excited to represent this brand locally.”

Broker/Owner Dave Leipert said Berkshire Hathaway HomeServices enjoys broad appeal, from entry-level consumers to those buying and selling the grandest of properties. “Anyone in business understands the marketing strength and potential of our brand,” he explained. “Clients will look for our Cabernet and White yard signs as symbols of quality in the marketplace. We also believe real estate professionals who want to advance their careers should look no farther than Berkshire Hathaway HomeServices.”

With their affiliation, Prime 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 much more.

The brokerage will also benefit from Berkshire Hathaway HomeServices’ national advertising campaign. The brand, an exclusive sponsor of HGTV’s hit show “Fixer Upper” with Chip and Joanna Gaines, just launched the Berkshire Hathaway HomeServices \$50,000 Sweepstakes in conjunction with the show.

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Through mid-June, viewers may register at www.50kFixUp.com for a chance to win \$50,000 toward a home-improvement project. Official rules also are found on the site. The prize will include a design consultation with the Gaineses. “We hope the winner is one of our clients,” said Moffitt. “All homeowners in the greater Philadelphia area should register for the Sweepstakes.”

Prime Real Estate will commemorate its brand transition Saturday, May 16 in conjunction with the Mairfair neighborhood’s May Fair event. The brokerage will host a ribbon-cutting and open house at its headquarters at 7341 Frankford Ave., central to the May Fair. The celebration, open to the public, will take place from noon to 1:30 p.m. and will include Pennsylvania State Rep. John Taylor, Philadelphia City Councilman Bob Henon and Philadelphia mayoral candidate Jim Kenney.

About Berkshire Hathaway HomeServices Prime Real Estate

Prime Real Estate is a full-service brokerage serving the Philadelphia area. The brokerage, founded in 1993, 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.prime.com 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.

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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