



**BERKSHIRE
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HomeServices

NEWS RELEASE



18500 Von Karman Avenue, Suite 400
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FOR IMMEDIATE RELEASE

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

Corpus Christi brokerage now operating as Berkshire Hathaway HomeServices Real Estate Center

CORPUS CHRISTI, TX (July 29, 2014) – Berkshire Hathaway HomeServices, the real estate brokerage network operated by HSF Affiliates LLC, today announced that Prudential Real Estate Center has joined the network and is operating as Berkshire Hathaway HomeServices Real Estate Center.

The brokerage, which is independently owned and operated, joins a Berkshire Hathaway HomeServices network that has grown to more than 31,000 agents and 919 offices in 46 states since its launch last September. “We are so excited to join a brand inspired by Berkshire Hathaway Inc., one of the world’s most trusted and respected corporations,” said Broker/Owner Jacqueline Svoboda. “Our affiliation ushers in a whole new era for our company – one in which the possibilities are endless.”

Svoboda said she plans to grow her company as a member of Berkshire Hathaway HomeServices. “We’re confident clients will embrace our new brand, as it reflects Berkshire Hathaway’s values of trust, integrity, stability and longevity. In fact, every time I mention it people’s faces light up. Likewise, Corpus Christi’s top real estate professionals will understand the marketing potential of the brand and will want to be a part of it.”

Relocation Director Misty Svoboda said Berkshire Hathaway HomeServices is an ideal fit for Real Estate Center. “We are a progressive company always looking for better ways to conduct business,” she explained. “Our new brand is fresh and forward-thinking, and it offers us a powerful suite of new tools and resources.”

With their transition, Real Estate Center agents gain access to Berkshire Hathaway HomeServices’ Global Network Platform – including advanced lead generation, e-marketing support, mobile application and commercial resources – plus professional education, business consultation and the exclusive Luxury Collection program for high-end listings.

“Our new tools are powered by the industry’s cleanest and freshest real estate data,” Misty Svoboda said. “The area’s best agents just got better.”

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The Svoboda family, their agents and local dignitaries will commemorate the transition this afternoon with a ribbon-cutting ceremony at the brokerage's headquarters at 14200 S. Padre Island Drive. Real Estate Center's new Cabernet and Cream yard signs will begin appearing throughout greater Corpus Christi starting today.

"We are pleased that Jacqueline and her company will represent Berkshire Hathaway HomeServices in Corpus Christi," said Earl Lee, CEO of HSF Affiliates. "They will be fine ambassadors of our brand."

About Berkshire Hathaway HomeServices Real Estate Center

Real Estate Center, a full-service real estate brokerage, serves greater Corpus Christi with two offices. For more than 35 years, the company has delivered excellence in residential, commercial and investment real estate services. Visit www.bhhsrec.com.

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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