



**BERKSHIRE
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HomeServices

NEWS RELEASE



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FOR IMMEDIATE RELEASE

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

*Western Oregon brokerage leader now operates as
Berkshire Hathaway HomeServices Real Estate Professionals*

SALEM, OR (Jan. 13, 2015) – Berkshire Hathaway HomeServices, part of the HSF Affiliates LLC family of real estate brokerage franchise networks, today announced that Prudential Real Estate Professionals has joined the network operating as Berkshire Hathaway HomeServices Real Estate Professionals.

The brokerage, a perennial Top-50 company in the Prudential Real Estate network, generated more than half a billion dollars in sales volume on nearly 2,600 closed units in 2013. It joins a brokerage network that has grown to nearly 1,100 offices and 35,000 agents in 47 states since the network's launch in September 2013. In only its first year, Berkshire Hathaway HomeServices was named 2014 "Real Estate Agency Brand of the Year" by consumers in the 26th annual Harris Poll EquiTrend® study and "Startup of the Year" among all U.S. industries at the 2014 American Business Awards.

"We couldn't have chosen a better brand for our future," said Byron Hendricks, whose company includes six offices and more than 200 agents operating from Salem to Roseburg. "Berkshire Hathaway HomeServices carries the name of one of the world's most trusted and respected corporations. We are proud to bring this name to Western Oregon."

Hendricks said the brand will usher in a new era of growth at Real Estate Professionals. "When I announced to our agents we would be transitioning to Berkshire Hathaway HomeServices, there was a standing ovation," he explained. "From our newest professionals to most seasoned agents, everyone understands the marketing potential and prestige of the brand. They also embrace the responsibilities of representing Berkshire Hathaway HomeServices."

Hendricks added that the network is a solid fit for his company, since it reflects Berkshire Hathaway's values of trust, integrity, stability and longevity. "We live these values every day," he said. "We've been in business a very long time because we treat clients and alliances the way they expect to be treated."

With their affiliation, Hendricks and his team 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 lead generation, a

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handy mobile app, and other tools powered by the most accurate real estate data available.

“The Global Network Platform will help us meet our mission to provide the highest quality customer service possible,” said Hendricks. “We will be even more efficient and effective and that’s great news for our clients.”

Real Estate Professionals will commemorate its brand transition over the next few days with a series of events at its offices in Eugene, Salem, Roseburg and Stayton. The brokerage’s new cabernet and white yard signs will begin appearing today throughout the marketplace.

Gino Blefari, CEO of Berkshire Hathaway HomeServices, applauded Real Estate Professionals’ transition. “Byron and his team are an institution in Western Oregon real estate,” he said. “We’re proud to welcome them to Berkshire Hathaway HomeServices.”

About Berkshire Hathaway HomeServices Real Estate Professionals

Real Estate Professionals, a full-service real estate brokerage, canvasses Western Oregon with six offices and 200 agents. Visit www.bhhsrep.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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