



**BERKSHIRE
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HomeServices

NEWS RELEASE



18500 Von Karman Avenue, Suite 400
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FOR IMMEDIATE RELEASE

Prudential River Towns Real Estate Joins Berkshire Hathaway HomeServices Real Estate Brokerage Network

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Westchester County brokerage will operate as Berkshire Hathaway HomeServices River Towns Real Estate

CROTON-ON-HUDSON, NY (Dec. 18, 2014) – Berkshire Hathaway HomeServices, part of the HSF Affiliates LLC family of real estate brokerage franchise networks, today announced that Prudential River Towns Real Estate has joined the network and will operate as Berkshire Hathaway HomeServices River Towns Real Estate starting December 18.

The full-service brokerage, with locations in Croton-on-Hudson and Peekskill, NY, joins a growing list of affiliates that has transitioned to the network since September 2013. Berkshire Hathaway HomeServices now counts 34,548 agents and 1,075 offices in 47 states. Already, the network 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 are honored to be Berkshire Hathaway HomeServices’ first affiliate in Westchester County,” said President & CEO Cynthia Lippolis, who operates the brokerage with her husband Joe. “Whether clients are moving to one of our Hudson River communities from across town or across the globe, we’ll be backed by an unparalleled brand, which stands for trust, integrity, stability and longevity.”

Cynthia and Joe Lippolis, known as the preeminent real estate couple in the Hudson River Towns, together have more than 40 years of commercial and residential real estate experience. They are backed by a talented team of real estate professionals, all of whom focus on assuring a superior client experience.

As part of the transition, River Towns Real Estate agents gain access to Berkshire Hathaway HomeServices’ Global Network Platform, a robust suite of real estate tools and resources, in addition to the network’s professional education, business consultation and the exclusive Luxury Collection program for high-end listings. Resources include powerful lead generation, a handy mobile app, and other tools fueled by the cleanest, most accurate real estate data available.

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Stephen Phillips, president of Berkshire Hathaway HomeServices, welcomed the brokerage. “Cynthia, Joe and their team are well-respected in the Hudson River Valley, and we’re delighted they’ve chosen to go forward with Berkshire Hathaway HomeServices,” he said.

River Towns Real Estate’s new Cabernet and White yard signs are now appearing throughout the marketplace.

About Berkshire Hathaway HomeServices River Towns Real Estate

River Towns Real Estate, a successful Croton-on-Hudson-based business founded by Joe and Cynthia Lippolis in 1998, boasts a team of highly experienced residential and commercial real estate agents with intimate knowledge of the Hudson River communities. Visit www.rivertownsrealty.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.

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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