



**BERKSHIRE
HATHAWAY**
HomeServices

NEWS RELEASE



18500 Von Karman Avenue, Suite 400
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FOR IMMEDIATE RELEASE

Prudential One, REALTORS[®], Prudential Select Properties Join Berkshire Hathaway HomeServices Real Estate Brokerage Network

Ohio brokerage leaders launch new era as Berkshire Hathaway HomeServices Professional Realty

CLEVELAND/CINCINNATI/DAYTON, OH (Feb. 5, 2014) – Berkshire Hathaway HomeServices, the new real estate brokerage network operated by HSF Affiliates LLC, today announced that Prudential One, REALTORS[®] and Prudential Select Properties have joined the brand operating as Berkshire Hathaway HomeServices Professional Realty.

The brokerage, which operates 18 offices with more than 400 agents canvassing Cleveland, Cincinnati Dayton and Northern Kentucky, is the next in a growing roster of affiliates that have joined the network since September. Berkshire Hathaway HomeServices now accounts for more than 22,000 agents and nearly 600 offices in 26 states.

“Brand is so important in real estate, and ‘Berkshire Hathaway HomeServices’ is the most attractive branding opportunity our industry has seen,” said Managing Partner David Mussari, who joined his two companies to best capitalize on the brand. “We chose Berkshire Hathaway HomeServices for the benefit of our agents, clients and company alike.”

Mussari said the brand will appeal to consumers of all types across all price ranges. Berkshire Hathaway HomeServices will also help his company recruit, he added. “This brand is going to attract experienced, top-tier agents who understand the value of representing a brand whose namesake is Warren Buffett’s Berkshire Hathaway Inc., the world’s most respected company according to *Barron’s*.”

Mussari and his management team commemorated the brand with ribbon-cutting and yard-sign-unveiling events at the brokerage’s Beavercreek headquarters and Mentor regional facility, outside Cleveland. Mussari shared with agents his vision for the brokerage under Berkshire Hathaway HomeServices and how the new brand will change the complexion of local real estate.

Earl Lee, CEO of HSF Affiliates LLC, welcomed Professional Realty associates to the Berkshire Hathaway HomeServices brand. “We’re proud that David and his team will go forward with our brand,” he said. “They are the gold standard of real estate in greater Cleveland, Cincinnati and Dayton, and it’s going to be fun watching them grow and lead their markets for years to come.”

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Professional Realty remains an independently owned and operated company. Its new Cabernet and Cream yard signs will begin appearing throughout Ohio and Northern Kentucky today.

About Berkshire Hathaway HomeServices Professional Realty

Beavercreek-based Berkshire Hathaway HomeServices Professional Realty, a full-service real estate brokerage, operates 18 offices with more than 400 agents covering all of Ohio and Northern Kentucky. It conducts business with the highest regard for ethics, fair housing practices and a fundamental belief in the right to own real property. Visit www.bhhspro.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.

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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