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HomeServices

NEWS RELEASE



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FOR IMMEDIATE RELEASE

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

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Dearborn, MI-based brokerage now operating as Berkshire Hathaway HomeServices Select Real Estate

DEARBORN, MI (January 26, 2016) – Berkshire Hathaway HomeServices, part of the HSF Affiliates LLC family of real estate brokerage franchise networks, today announced that Prudential Select Real Estate has joined the network operating as Berkshire Hathaway HomeServices Select Real Estate.

The full-service brokerage joins a network that has grown to more than 42,000 agents and 1,200 offices operating in 47 states since September 2013. “We’re excited to affiliate with Berkshire Hathaway HomeServices, a brand whose namesake is the world-renowned Berkshire Hathaway Inc.,” said Carrie Gandolfo, broker/owner of Select Real Estate. “Berkshire Hathaway HomeServices stands for quality and strength in real estate and we’re looking forward to building on that locally.”

Select Real Estate opened in 2001. “We look forward to leveraging the Berkshire Hathaway HomeServices brand in order to recruit top-quality agents and grow our presence in the marketplace,” Gandolfo said.

With their affiliation, Select 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, marketing support and the exclusive Luxury Collection program for high-end and resort listings. Resources include powerful lead generation, a social media platform, a handy mobile app, the Videolicious video-production app and more.

Gino Blefari, CEO of HSF Affiliates, welcomed the brokerage to the network. “The management, agents and staff at Select Real Estate are not only respected by their clients but also by their peers and the entire Dearborn community,” he said. “We’re proud to welcome them to the Berkshire Hathaway HomeServices brand.”

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Select Real Estate will commemorate its brand transition at a ribbon cutting at 9 a.m. today at 22320 Garrison, Dearborn, MI. Mayor Jack O'Reilly along with members of the chamber and board of directors will also join the celebration, which will be open to the public and include an Open House event at their Dearborn office all day. The brokerage's Cabernet and Cream yard signs are now appearing throughout Dearborn.

About Berkshire Hathaway HomeServices Select Real Estate

Select Real Estate is a full-service brokerage serving Dearborn, Michigan. The brokerage, conducts business with the highest regard for ethics, fair housing practices and a fundamental belief in the right to own real property. Visit www.bhhsselectre.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. 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.

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