



**BERKSHIRE
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HomeServices

NEWS RELEASE



18500 Von Karman Avenue, Suite 400
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FOR IMMEDIATE RELEASE

Prudential Showcase Properties Joins Berkshire Hathaway HomeServices Real Estate Brokerage Network

Dothan, AL brokerage now operating as Berkshire Hathaway HomeServices Showcase Properties

DOTHAN, AL (Aug. 12, 2014) – Berkshire Hathaway HomeServices, the real estate brokerage network operated by HSF Affiliates LLC, today announced that Prudential Showcase Properties has joined the network and is operating as Berkshire Hathaway HomeServices Showcase Properties.

The brokerage is the first in Alabama to affiliate with Berkshire Hathaway HomeServices, a brand that now counts nearly 32,000 agents and 957 offices in 46 states since its September 2013 launch.

“With Berkshire Hathaway HomeServices we step forward into an exciting new era,” said Broker/Owner Susan Vierkandt. “The brand is fresh, intelligent and built on Berkshire Hathaway’s values of trust, integrity, stability and longevity. It’s an ideal fit for our company and clients.”

Vierkandt said her company will grow as part of the new brand. “We believe consumers will warmly embrace Berkshire Hathaway HomeServices,” she explained. “Likewise, top agents will want to represent a brand inspired by one of the world’s most trusted and respected corporations.”

The transition marks a series of important changes for Showcase Properties. The company this month relocated its headquarters to 2307 Hartford Highway, Suite 5 in Dothan, a new and centrally located facility. Its agents will also begin work on the Global Network Platform, Berkshire Hathaway HomeServices’ powerful suite of real estate tools and resources, and they’ll be supported with top-notch professional education, national marketing support and the Luxury Collection program for high-end listings.

“Our entire team is excited for the future,” said Tim Vierkandt, an owner and agent at the brokerage. “We are more than ready for the opportunity and responsibility to represent Berkshire Hathaway HomeServices.”

The Vierkandt family and Showcase Properties agents will commemorate their brand transition Aug. 14 with a ribbon-cutting ceremony at their headquarters, followed later by a celebration at the Dothan Area Botanical Gardens. HSF Affiliates CEO Earl Lee and Dothan Mayor Mike Schmitz will join in the

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celebration.

“We’re proud to welcome Showcase Properties to our network,” Lee said. “The company has earned a fine reputation for its service and expertise, and will be a terrific ambassador of Berkshire Hathaway HomeServices.”

Showcase Properties’ new Cabernet and Cream yard signs will begin appearing throughout Dothan today. The company will also unveil its branded peanut statue today – called “A NUTTER Home Sold!” – part of Dothan’s “Peanuts Around Town” public art project celebrating the city’s distinction as the “Peanut Capital of the World.” The four-foot-long fiberglass peanut is the first in the area to take the shape of a home.

About Berkshire Hathaway HomeServices Showcase Properties

Showcase Properties, a full-service real estate brokerage, is independently owned and operated. Visit www.BHHS-ShowcaseProperties.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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