



**BERKSHIRE
HATHAWAY**
HomeServices

NEWS RELEASE



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FOR IMMEDIATE RELEASE

Prudential Signature Properties Joins Berkshire Hathaway HomeServices Real Estate Brokerage Network

Seattle-based brokerage is now operating as Berkshire Hathaway HomeServices Signature Properties

SEATTLE, WA (Dec. 30, 2014) – Berkshire Hathaway HomeServices, part of the HSF Affiliates LLC family of real estate brokerage franchise networks, today announced that Prudential Signature Properties has joined the network and is operating as Berkshire Hathaway HomeServices Signature Properties.

The full-service real estate agency, founded in 1984, is now part of a brokerage network that has grown to 34,548 agents and 1,075 offices in 47 states since the network launched in fall 2013. Already, 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 are thrilled to join Berkshire Hathaway HomeServices, whose namesake is Warren Buffett’s Berkshire Hathaway Inc., one of the world’s most trusted and respected corporations,” said Broker/Owner Gary O’Leyar. “The brand is fresh, intelligent and represents quality. It will provide us with even more distinction in our competitive marketplace.”

O’Leyar said the brand has broad appeal, from entry-level buyers and sellers to those with the most luxurious homes. “We expect to grow as part of Berkshire Hathaway HomeServices,” he explained. “Clients will seek out our brand as it represents quality and trust. Likewise, we think top professionals will want to advance their careers by joining Berkshire Hathaway HomeServices.”

With their transition, Signature Properties’ agents 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 powerful lead generation, a handy mobile app, and other tools driven by the cleanest, most accurate real estate data available. “Tools are a broker’s wish list and the Berkshire Hathaway HomeServices’ tool suite is the best,” O’Leyar said. “We will be our very best for our home-buying and selling clients.”

Earl Lee, CEO of HSF Affiliates, welcomed Signature Properties. “Gary O’Leyar is a fine, experienced leader and his company does a great job in the Seattle marketplace,” he said. “They will be strong ambassadors of the Berkshire Hathaway HomeServices network.”

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Signature Properties commemorated its brand transition with a boat cruise and participation in the holiday boat parade on Lake Union and Lake Washington. In addition, the brokerage will hold an open house and reception next month at its Seattle headquarters, 13301 Lake City Way N.E.

About Berkshire Hathaway HomeServices Signature Properties

Signature Properties, a full-service brokerage whose heritage dates back 40 years, serves Seattle and surrounding communities. The company's goal is repeat business based on total customer satisfaction. Visit www.bhhssigprop.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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