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HomeServices

NEWS RELEASE



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FOR IMMEDIATE RELEASE

Prudential Southern Coast Real Estate Joins Berkshire Hathaway HomeServices Real Estate Brokerage Network

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South Carolina brokerage to operate as Berkshire Hathaway HomeServices Southern Coast Real Estate

SUMMERVILLE, SC (Sept. 17, 2014) – Berkshire Hathaway HomeServices, part of the HSF Affiliates LLC family of real estate brokerage franchise networks, today announced that Prudential Southern Coast Real Estate has joined the network and is operating as Berkshire Hathaway HomeServices Southern Coast Real Estate.

Broker/Owner Linda Collins established the full-service brokerage, which is independently owned and operated, in 2008. She and her team join a Berkshire Hathaway HomeServices network that now counts nearly 33,200 agents and 1,011 offices operating in 47 states since its launch a year ago.

“Our affiliation with Berkshire Hathaway HomeServices is an important step toward our progress and growth as we continue to build this young company,” said Collins. “The strength of our new brand and the real estate tools and resources that come with it will greatly benefit our agents and clients.”

Collins said her agents are eager to represent Berkshire Hathaway HomeServices, a brand inspired by world-renowned Berkshire Hathaway Inc. “Consumers know and appreciate Berkshire Hathaway, one of the most trusted names in business,” she explains. “Our network is built on Berkshire Hathaway’s core values of trust, integrity, stability and longevity, and we live these values every day.”

With their transition, Southern Coast Real Estate’s 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 that adds marketing clout for high-end listings.

Earl Lee, CEO of HSF Affiliates, welcomed the brokerage. “It is a pleasure to have Linda Collins and her team join our network,” Lee said. “We look forward to their continued growth and success as members of Berkshire Hathaway HomeServices.”

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Southern Coast Real Estate will commemorate its brand transition with several events over the next few weeks, including a ribbon-cutting ceremony at its Summerville headquarters and events in Charleston and North Charleston. The brokerage's new "Cabernet and Cream" yard signs are already appearing throughout the Tri-County Lowcountry area.

About Berkshire Hathaway HomeServices Southern Coast Real Estate

Southern Coast Real Estate, a full-service real estate agency has served the Tri-County Lowcountry area since 2008. Visit www.bhhscre.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 the 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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