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HomeServices

NEWS RELEASE



18500 Von Karman Avenue, Suite 400
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FOR IMMEDIATE RELEASE

Prudential Stadtmiller Realty Joins Berkshire Hathaway HomeServices Real Estate Brokerage Network

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Sandusky-based brokerage is now operating as Berkshire Hathaway HomeServices Stadtmiller Realty

SANDUSKY, OH (April 8, 2015) – Berkshire Hathaway HomeServices, part of the HSF Affiliates LLC family of real estate brokerage franchise networks, today announced that Prudential Stadtmiller Realty has joined the network operating as Berkshire Hathaway HomeServices Stadtmiller Realty.

“Berkshire Hathaway HomeServices symbolizes a new age of real estate,” said Broker/Owner Jeff Berquist. “The brand is fresh and innovative, and has displayed wonderful growth in Ohio and across the country. As important, Berkshire Hathaway HomeServices reflects Berkshire Hathaway’s core values of trust, integrity, stability and longevity, and is an ideal fit for our brokerage.”

Berkshire Hathaway HomeServices has grown to nearly 35,000 agents and 1,100 offices operating in 47 states since its launch in September 2013. The network last year was named “Startup of the Year” among entrants from a wide range of U.S. industries in the American Business Awards Stevie Awards competition.

Berquist said the transition positions his company for continued growth throughout the Firelands of Ohio. “I’ve been in local real estate for over 30 years and haven’t seen a better branding opportunity than this one,” he explained. “Berkshire Hathaway HomeServices helps raise our profile in the industry and better serve clients. Our team also gains efficiencies as the brand provides us with the industry’s finest technology platform.”

With the transition, Stadtmiller Realty 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 much more.

The brokerage will also benefit from Berkshire Hathaway HomeServices’ national advertising campaign. The brand, an exclusive sponsor of HGTV’s popular show “Fixer Upper” with Chip and Joanna Gaines, just launched the Berkshire Hathaway HomeServices \$50,000 Sweepstakes in conjunction with the

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show. From March 30 through mid-June, viewers may register at www.50kFixUp.com for a chance to win \$50,000 toward a home improvement project. Official rules also are found on the site. The prize will include a design consultation with the Gaineses. “We’d certainly like for the Sweepstakes winner to come from Erie, Huron, Ottawa or Sandusky county,” said Berquist. “We ask all area homeowners and potential homeowners to register.”

Gino Blefari, CEO of HSF Affiliates, applauded Stadtmiller Realty’s transition to Berkshire Hathaway HomeServices. “Jeff and his team are well respected in the marketplace,” he said. “We welcome them to Berkshire Hathaway HomeServices.”

About Berkshire Hathaway HomeServices Stadtmiller Realty

Stadtmiller Realty is a full-service real estate brokerage based in Sandusky, Ohio, serving Erie, Ottawa, Huron and Sandusky counties. Visit www.bhhsstadtmiller.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.

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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