



**BERKSHIRE  
HATHAWAY**  
HomeServices

# NEWS RELEASE



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**FOR IMMEDIATE RELEASE**

## **Prudential Starck, REALTORS® of Naperville Joins Berkshire Hathaway HomeServices Real Estate Brokerage Network**

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*Family-owned brokerage to operate as Berkshire Hathaway HomeServices Starck Real Estate of Naperville*

**NAPERVILLE, IL (Nov. 5, 2014)** – Berkshire Hathaway HomeServices, part of the HSF Affiliates LLC family of real estate brokerage franchise networks, today announced that Prudential Starck, REALTORS® of Naperville has joined the network operating as Berkshire Hathaway HomeServices Starck Real Estate of Naperville.

The full-service brokerage, which is independently owned and operated, joins a growing list of affiliates that has transitioned to the network since September 2013. Berkshire Hathaway HomeServices now counts 34,000 agents and 1,046 offices operating in 47 states.

“Brand image is so important in real estate and we are now part of a brand inspired by Berkshire Hathaway Inc., one of the world’s most trusted and respected corporations,” said Managing Broker Cheri Gilson. “Berkshire Hathaway HomeServices is fresh, intelligent and built for a new era in real estate. We’re excited for our opportunities and ready for the responsibility of representing this fine brand.”

Gilson said the affiliation launches a “grand re-opening” at her brokerage. She remodeled her headquarters with the latest appointments to reflect the network’s Cabernet, Cream and White color scheme and markings. She also launched a recruiting campaign that was boosted by her announcement to join Berkshire Hathaway HomeServices. “Real estate professionals are intrigued by the brand and its long-term potential,” Gilson explained. “We’ve recruited a dozen new agents recently and plan to become one of the fastest-growing brokerages in Illinois.”

Clients also are attracted to Berkshire Hathaway HomeServices, Gilson added. “Consumers want to see the Berkshire Hathaway HomeServices yard sign at their properties,” she said. “With those signs come higher expectations of service, trust and expertise, and we will deliver.”

As part of their transition, Starck Real Estate of Naperville agents gain access to Berkshire Hathaway HomeServices’ Global Network Platform, a robust suite of real estate tools and resources, in addition

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to the network's professional education, business consultation and the exclusive Luxury Collection program that adds marketing clout for high-end listings. Resources include powerful lead generation, a handy mobile app and other resources powered by the freshest, most accurate data available.

Starck Real Estate of Naperville will commemorate its brand transition Thursday, Nov. 6 with a full day of training and celebration at its headquarters, 933 E. Ogden Ave. Real estate consultant and coach Jared James kicks off the day at 9:30 a.m. with a training and motivation session open to all local real estate professionals. Naperville Mayor George Pradel and members of the Naperville Chamber of Commerce will join the brokerage at noon for a ribbon-cutting ceremony, and a reception will follow from 4-8 p.m.

Berkshire Hathaway HomeServices President Stephen Phillips welcomed the brokerage. "Cheri Gilson and her team have momentum and energy," he said. "We're proud they've joined our network."

### **About Berkshire Hathaway HomeServices Starck Real Estate of Naperville**

Starck Real Estate of Naperville is an independently owned, full-service real estate agency serving the west Chicago suburbs since 1987. Visit [www.bhhsstarckreofnaperville.com](http://www.bhhsstarckreofnaperville.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](http://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](http://www.berkshirehathawayhs.com) for details.

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