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NEWS RELEASE



18500 Von Karman Avenue, Suite 400
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FOR IMMEDIATE RELEASE

Prudential Ursula M. Stephan, REALTORS® Joins Berkshire Hathaway HomeServices Real Estate Brokerage Network

#GoodToKnow

Sudbury-based brokerage to operate as Berkshire Hathaway HomeServices Stephan Real Estate

SUDBURY, MA (Sept. 9, 2014) – Berkshire Hathaway HomeServices, the real estate brokerage network operated by HSF Affiliates LLC, today announced that Prudential Ursula M. Stephan REALTORS® has joined the network and is operating as Berkshire Hathaway HomeServices Stephan Real Estate.

The full-service brokerage, independently owned and operated, joins a growing list of affiliates that have transitioned to the network since September 2013. Berkshire Hathaway HomeServices now counts nearly 33,200 agents and 1,011 offices operating in 47 states.

Broker/Owner Louis Stephan said the transition marks a new era for his long-tenured company known for its active community involvement and attentive service. “Our brokerage was established in the MetroWest Boston area by my mother Ursula “Babe” Stephan in 1985, and it has succeeded by always putting clients first,” he said. “Our Berkshire Hathaway HomeServices affiliation continues that tradition as its brand strength and new tools and resources will benefit our clients tremendously.”

Stephan said consumers will look for Berkshire Hathaway HomeServices yard signs as symbols of quality service, integrity and local-market expertise. “The brand is built on Berkshire Hathaway’s values of trust, integrity, stability and longevity – the same values we live every day,” he explained. “Our skilled team, combined with this compelling brand, will set new standards of success for our clients.”

With the transition, Stephan Real Estate’s agents gain access to Berkshire Hathaway HomeServices’ Global Network Platform, a robust suite of real estate tools and resources. Agents also have access to the network’s professional education, business consultation and the exclusive Luxury Collection program that adds marketing clout for high-end listings.

“Powerful new lead generation and a terrific mobile app highlight our technology platform,” Stephan said. “And local consumers will appreciate the new home-search and home-valuation tools available on our new website, www.stephanre.com.”

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Earl Lee, CEO of HSF Affiliates, welcomed the brokerage. "It is a pleasure to have Louis Stephan and his fine team join our network," Lee said. "We look forward to their continued growth and success as members of Berkshire Hathaway HomeServices."

Stephan Real Estate will commemorate the brand transition today with a sign-unveiling ceremony and celebration at its Sudbury headquarters. The team will be joined by members of the Sudbury Chamber of Commerce and other guests.

About Berkshire Hathaway HomeServices Stephan Real Estate

Stephan Real Estate, a full-service real estate agency, was established in the MetroWest Boston and Sudbury, MA area in 1985 by Ursula ("Babe") Stephan and her husband Ronald Stephan. Their son Louis Stephan joined in 1994 and leads the brokerage today. Visit www.stephanre.com for more information.

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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