

# NEWS RELEASE



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FOR IMMEDIATE RELEASE

## Prudential Taos Real Estate Joins Berkshire Hathaway HomeServices Real Estate Brokerage Network

### #GoodToKnow

*New Mexico brokerage is now operating as Berkshire Hathaway HomeServices Taos Real Estate*

**TAOS, NM (Nov. 13, 2014)** – Berkshire Hathaway HomeServices, part of the HSF Affiliates LLC family of real estate brokerage franchise networks, today announced that Prudential Taos Real Estate has joined the network operating as Berkshire Hathaway HomeServices Taos Real Estate.

The brokerage, which is locally owned and operated, joins a growing roster of affiliates that has joined the network since September 2013. Berkshire Hathaway HomeServices is now comprised of 34,000 agents and 1,035 offices operating in 47 states. The brokerage network 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.

Qualifying Broker/Owner Joel Schantz sees the transition as an opportunity to build on his company’s success and stature. “Berkshire Hathaway HomeServices has displayed stellar capabilities over the past year growing nationwide, and we’re excited to bring the brand to Taos,” said Schantz. “The brand – inspired by the world-renowned Berkshire Hathaway Inc. – brings quality and innovation to real estate. We’re confident homebuyers and sellers will embrace our new brand and its values of trust, integrity, stability and longevity.”

With their transition, Taos Real Estate agents gain access to Berkshire Hathaway HomeServices’ Global Network Platform – a robust suite of real estate tools and resources – plus professional education, business consultation, marketing support and the exclusive Luxury Collection program for high-end listings. Resources include powerful lead generation, a handy mobile app and other tools powered by the most accurate real estate data available.

Marny Schantz, manager/owner of Taos Real Estate, said her team is eager to begin using the Global Network Platform. “These tools will help our agents cover more ground with greater efficiency and, in a sense, give us back the precious gift of time,” she explained. “With the Global Network Platform we will take our service to a whole new level.”

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Stephen Phillips, president of Berkshire Hathaway HomeServices, welcomed Taos Real Estate to the network. “Joel, Marny and their team have built a strong foundation in their market,” he said. “We are proud to welcome them to the network and look forward to their continued success in the years ahead.”

Taos Real Estate will commemorate its brand transition Nov. 22 when it hosts the Taos County Chamber of Commerce for a ribbon-cutting ceremony the brokerage’s office on 314 Paseo Del Pueblo Norte. The brokerage’s new Cabernet and Cream yard signs will begin appearing today throughout north-central New Mexico.

### **About Berkshire Hathaway HomeServices Taos Real Estate**

Berkshire Hathaway HomeServices Taos Real Estate is a full-service real estate brokerage that has provided personalized, professional service in Taos since 1987. The brokerage is dedicated to helping homebuyers and sellers make informed real estate decisions, and making the process more positive and rewarding. Visit [www.bhhstaosrealestate.com](http://www.bhhstaosrealestate.com).

### **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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