



NEWS RELEASE



FOR IMMEDIATE RELEASE

Prudential Preferred Realty Joins Berkshire Hathaway HomeServices Real Estate Brokerage Network

Pittsburgh-based brokerage leader is now operating as Berkshire Hathaway HomeServices The Preferred Realty

PITTSBURGH, PA (April 17, 2014) – Berkshire Hathaway HomeServices, the new real estate brokerage network operated by HSF Affiliates LLC, today announced that Prudential Preferred Realty has joined the brand and is operating as Berkshire Hathaway HomeServices The Preferred Realty.

The brokerage, for years a Top 50 company in the Prudential Real Estate network and a leader in greater Pittsburgh and southwest Pennsylvania real estate, adds to a growing roster of affiliates that have joined Berkshire Hathaway HomeServices since September. The network now accounts for nearly 28,000 agents and 750 offices in 37 states.

Broker/Owner Ron Croushore described the new affiliation as a jumping off point for his company. “We chose Berkshire Hathaway HomeServices for our future,” he explained. “The brand is refreshingly new to our area yet already respected, as its namesake is Berkshire Hathaway Inc., the world’s most respected corporation according to *Barron’s*. As important, Berkshire Hathaway HomeServices is an ideal fit for The Preferred Realty, since it’s built on values of trust, integrity, stability and longevity. We live these values every day.”

Croushore added that his company will launch growth initiatives in conjunction with its brand transition. “We want to expand our business and serve wider areas of our region,” he said. “Of course we’ll grow our sales team and add jobs in the process. We’re confident that real estate professionals who want to take their careers to the next level will want to represent Berkshire Hathaway HomeServices.”

The Preferred Realty’s management team today commemorated the brand transition during an agent event at the Omni William Penn Hotel in Pittsburgh. Robert Moline, president and COO of HomeServices of America, Inc. – majority owner of HSF Affiliates – attended the event and congratulated The Preferred Realty personnel. “I am confident the combination of The Preferred Realty and Berkshire Hathaway HomeServices will deliver an unparalleled service experience for real estate consumers,” he said.

Earl Lee, CEO of HSF Affiliates, also attended the event and welcomed Croushore and his team to Berkshire Hathaway HomeServices. “The Preferred Realty is one of America’s finest brokerages and the gold standard for real estate in Pittsburgh and southwestern Pennsylvania,” he said. “We’re proud this fine company is moving forward with our network.”

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With the transition, The Preferred Realty associates gain access to Berkshire Hathaway HomeServices' robust technology platform, ongoing business consultation, professional education, marketing support and the Luxury Collection program that adds marketing clout to high-end listings. The company's new Cabernet and Cream yard signs will begin appearing throughout Pittsburgh and southwestern Pennsylvania starting today.

About Berkshire Hathaway HomeServices The Preferred Realty

For more than 50 years, Berkshire Hathaway HomeServices The Preferred Realty, formerly Prudential Preferred Realty, has provided quality and professional real estate services to the southwestern Pennsylvania area. The full-service brokerage, owned and operated by Pittsburgh native Ron Croushore, prides itself on building lifelong relationships with clients. Visit www.thepreferredrealty.com for details. Also, connect on [Facebook](#) and [Twitter](#) with Berkshire Hathaway HomeServices The Preferred Realty.

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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