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NEWS RELEASE



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FOR IMMEDIATE RELEASE

Prudential Towne Realty Joins Berkshire Hathaway HomeServices Real Estate Brokerage Network

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Virginia brokerage leader is now operating as Berkshire Hathaway HomeServices Towne Realty

VIRGINIA BEACH, VA (Jan. 7, 2015) – Berkshire Hathaway HomeServices, part of the HSF Affiliates LLC family of real estate brokerage franchise networks, today announced that Prudential Towne Realty has joined the network operating as Berkshire Hathaway HomeServices Towne Realty.

The brokerage, a perennial Top-10 company in the Prudential Real Estate network, generated nearly \$1 billion in sales volume on more than 3,700 closed units in 2013. It joins a brokerage network that now counts 34,548 agents and 1,075 offices operating in 47 states since the network's launch in September 2013. Already, Berkshire Hathaway HomeServices 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.

"We are elated to join Berkshire Hathaway HomeServices, a brand inspired by Warren Buffett's Berkshire Hathaway Inc.," said Barbara Wolcott, chief executive officer of Berkshire Hathaway HomeServices Towne Realty. "The network is refreshingly new and built on Berkshire Hathaway's core values of trust, integrity, stability and longevity. We are eager for the opportunities our new brand will bring, and we clearly understand the responsibility of representing Berkshire Hathaway HomeServices."

Wolcott said the brand will give Towne Realty, an affiliate of regional banking powerhouse TowneBank, even more distinction in the Southeastern Virginia marketplace. "We believe the combination of our two names 'Berkshire Hathaway HomeServices' and 'Towne Realty' will have strong appeal for consumers and real estate professionals alike. Our brokerage will grow nicely as a result."

With their transition, Towne 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 and other tools fueled by the most accurate real estate data available.

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Towne Realty will commemorate its brand transition today with a series of “Grand Re-opening” events at its offices in Williamsburg, Newport News, Hampton, Suffolk, Chesapeake and two locations in Virginia Beach. Wolcott and her leadership team will address agents and conduct ribbon-cutting ceremonies. They will be joined by community leaders and other dignitaries.

“Towne Realty is a top brokerage with terrific leadership, heritage and reputation,” said HSF Affiliates CEO Gino Blefari. “We are proud to welcome Barbara and her team to Berkshire Hathaway HomeServices.”

About Berkshire Hathaway HomeServices Towne Realty

Virginia Beach-based Towne Realty, an affiliate of TowneBank, is a full-service real estate brokerage serving the Hampton Roads region of Southeastern Virginia. With 15 offices and nearly 500 agents, Towne Realty forges lifelong relationships with clients through honesty, loyalty, accountability and creativity. Visit www.bhhstownerealty.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. 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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