



**BERKSHIRE
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HomeServices

NEWS RELEASE



18500 Von Karman Avenue, Suite 400
Irvine, CA 92612

FOR IMMEDIATE RELEASE

Prudential Now Realty Joins Berkshire Hathaway HomeServices Real Estate Brokerage Network

Kennewick brokerage leader now operating as Berkshire Hathaway HomeServices Tri Cities Real Estate

KENNEWICK, WA (June 22, 2014) – Berkshire Hathaway HomeServices, part of the HSF Affiliates LLC real estate brokerage network family, today announced that Prudential Now Realty has joined the network and is operating as Berkshire Hathaway HomeServices Tri Cities Real Estate.

The brokerage, which has served the Tri Cities region of Kennewick, Pasco and Richland for over 35 years, is known for its high-caliber agents and quality service. It joins a network that in just 10 months has grown to more than 31,000 agents and 907 offices operating in 46 states.

Broker/Owner Jeff Presby described Berkshire Hathaway HomeServices as one of the most compelling brand opportunities to come along in real estate. He said his brokerage's new name better reflects its service and expertise of the Tri Cities region and Benton and Franklin counties. "We are elated to begin a new era as Berkshire Hathaway HomeServices Tri Cities Real Estate," Presby said. "The brand, inspired by the world-renowned Berkshire Hathaway organization, is fresh and exciting and will help raise our profile in the marketplace."

Managing Broker Paul Presby said the brand will resonate well with Tri Cities-area real estate consumers, and with top agents looking for a dynamic, new brand. "We believe Berkshire Hathaway HomeServices is a true 'door-opener,'" he explained. "Clients will associate our brand and yard sign with quality service, trust and integrity. Likewise, agents looking to advance their careers will want to represent Berkshire Hathaway HomeServices."

With the transition, Tri Cities Real Estate agents gain access to Berkshire Hathaway HomeServices' robust technology suite – the Global Network Platform – plus business consultation, professional education, marketing support and the Luxury Collection program that adds marketing clout to high-end listings.

"Our new tool suite gives our agents and their clients discernible advantages," said Broker/Owner Candace Monasmith. "We will cover more ground with greater efficiency and effectiveness – that's the best news for our home-buying and selling clients."

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Stephen Phillips, Berkshire Hathaway HomeServices president, welcomed Tri Cities Real Estate to the network. “With Jeff, Paul, Candace and the team, we are well represented in eastern Washington,” he said. “We look forward to the brokerage’s continued growth as a member of our brand.”

About Berkshire Hathaway HomeServices Tri Cities Real Estate

Tri Cities Real Estate is a full-service brokerage serving greater Kennewick, Pasco and Richland, WA. The company is independently owned and operated. Visit www.bhhstricities.com.

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. 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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Media Contacts:

Kevin Ostler

(949) 794-7980

kevinostler@hsfranchise.com

Marisa Mulqueen

(212) 704-8112

marisa.mulqueen@edelman.com