



**BERKSHIRE  
HATHAWAY**  
HomeServices

# NEWS RELEASE



18500 Von Karman Avenue, Suite 400  
Irvine, CA 92612

**FOR IMMEDIATE RELEASE**

## **Prudential Utah Real Estate Joins Berkshire Hathaway HomeServices Real Estate Brokerage Network**

*Utah brokerage leader is now operating as Berkshire Hathaway HomeServices Utah Properties*

**PARK CITY, Utah (June 4, 2014)** – Berkshire Hathaway HomeServices, the real estate brokerage network operated by HSF Affiliates LLC, today announced that Prudential Utah Real Estate has joined the network and is operating as Berkshire Hathaway HomeServices Utah Properties.

The brokerage is the first in Utah to affiliate with Berkshire Hathaway HomeServices, a brand that now counts more than 29,000 agents and 800 offices in 39 states since its launch in September 2013.

Stephen Roney, Utah Properties Chairman and CEO, said Berkshire Hathaway HomeServices will help his company grow. “I could not think of a better branding opportunity for our brokerage and agents,” he explained. “The brand is inspired by Berkshire Hathaway Inc., one of the world’s most trusted and respected corporations, and it’s built on a strong financial foundation. I believe top agents appreciate the value and potential of our brand and will want to represent it.”

Roney said that Berkshire Hathaway HomeServices will appeal to clients of all types in his Salt Lake City, Davis County, Weber County, Park City, Deer Valley and Heber City markets. The brand will attract foreign consumers as well. “Our Berkshire Hathaway HomeServices name will be recognized by international buyers who are considering Utah and its world-class resorts for a vacation home,” he added. “We believe foreign buyers will engage with our top agents because they will know the brand is a powerhouse that stands for quality, integrity, trust and stability.”

With their transition, Utah Properties 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. “With help from new and effective technology we will strengthen our No. 1 position in the marketplace,” said Tom Roney, brokerage senior vice president. “Our talented agents have everything it takes to ensure their clients’ premium service experience.”

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Utah Properties professionals will commemorate their brand transition June 28 by attending the St. Regis Big Stars, Bright Nights concert series kickoff at Deer Valley Resort. Utah Properties is a major sponsor of the entire 2014 concert series, whose proceeds benefit the Park City Institute and its student-outreach programs.

“We are proud to welcome Steve and his terrific Utah Properties team to Berkshire Hathaway HomeServices,” said Earl Lee, CEO of HSF Affiliates. “The brokerage is a perennial market leader and fine corporate citizen. It will represent our brand well in the Beehive State.”

### **About Berkshire Hathaway HomeServices Utah Properties**

Utah Properties represents buyers and sellers across the Wasatch Front and Wasatch Back with industry leading agents and offices in Salt Lake City, Davis County, Weber County, Park City, Deer Valley and Heber City. Visit [www.bhhsutah.com](http://www.bhhsutah.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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### **Media Contacts:**

Kevin Ostler

(949) 794-7980

[Kevin.ostler@hsfranchise.com](mailto:Kevin.ostler@hsfranchise.com)

Marisa Mulqueen

(212) 704-8112

[marisa.mulqueen@edelman.com](mailto:marisa.mulqueen@edelman.com)

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