



**BERKSHIRE  
HATHAWAY**  
HomeServices

# NEWS RELEASE



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FOR IMMEDIATE RELEASE

## **Prudential Zack Shore Properties Joins Berkshire Hathaway HomeServices Real Estate Brokerage Network**

### **[#GoodToKnow](#)**

*Manahawkin/Long Beach Island brokerage leader is now operating as  
Berkshire Hathaway HomeServices Zack Shore, REALTORS®*

**MANAHAWKIN, NJ (Dec. 8, 2015)** – Berkshire Hathaway HomeServices, part of the HSF Affiliates LLC family of real estate brokerage franchise networks, today announced that Prudential Zack Shore Properties has joined the network operating as Berkshire Hathaway HomeServices Zack Shore, REALTORS®.

The family-owned brokerage, now in its 90<sup>th</sup> year of business, dominates market share on Long Beach Island and the surrounding resort areas. Berkshire Hathaway HomeServices burst on the scene in September 2013 and has grown to 40,000 agents and 1,200 offices across 47 states.

“We love the brand for many reasons starting with the fact that its namesake is Berkshire Hathaway Inc., one of the world’s most trusted and respected organizations and a name that resonates nicely in the Northeast where we pull much of our resort-home business,” said President and Owner Kevin Thomas. “The combination of Berkshire Hathaway HomeServices and Zack Shore, REALTORS® will stand for the highest quality of real estate services in our markets.”

Thomas said the brand will help his firm grow. “Our goal now is to strengthen our existing market positions and expand in key new areas,” he explained. “We will recruit more of the region’s top real estate professionals to help meet that goal. Agents who want to grow their business should look no farther than Berkshire Hathaway HomeServices Zack Shore, REALTORS®.”

With their affiliation, agents gain access to Berkshire Hathaway HomeServices’ Global Network Platform – a suite of online tools, applications and services – plus ongoing business consultation, professional education, national marketing support and the exclusive Luxury Collection program for high-end and resort listings. Resources include lead generation, a social media platform, a handy mobile app, the Videolicious video-production app and more.

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Gino Blefari, CEO of HSF Affiliates, applauded the brokerage's transition. "Zack Shore, REALTORS® is an institution on the Jersey shore and is well respected for its service and expertise," he said. "We are proud to welcome the team to Berkshire Hathaway HomeServices."

The brokerage will commemorate its affiliation today with a ribbon-cutting ceremony at its Beach Haven office attended by agents and Long Beach Township Mayor Joseph Mancini. Zack Shore, REALTORS® will hold a second celebration Dec. 18 at Sea Oaks Golf Club in Tuckerton, NJ. Its Cabernet and White yard signs will begin appearing in the marketplace today.

### **About Berkshire Hathaway HomeServices Zack Shore, REALTORS®**

Zack Shore, REALTORS®, founded in 1925, operates offices in Manahawkin, Point Pleasant Beach, Barnegat Light, Beach Haven and Ship Bottom. Visit [www.bhhszackshore.com](http://www.bhhszackshore.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. 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.

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