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### **HSF Affiliates LLC<sup>SM</sup> Announces Brand Identity for New Berkshire Hathaway HomeServices Real Estate Brand**

LAS VEGAS, NEV. (March 11, 2013) – Today, HSF Affiliates LLC<sup>SM</sup> unveiled the new Berkshire Hathaway HomeServices brand logo and quality seal at the annual Prudential Real Estate Sales Convention, signaling another defining moment in residential real estate. From the stage of Caesars Palace in Las Vegas, Prudential real estate agents and brokers got a first-hand look at the brand's new visual identity.

"We are excited to introduce the new brand logo, quality seal and color palette to our affiliate network and to the industry," said Earl Lee, CEO of HSF Affiliates LLC. "The Berkshire Hathaway HomeServices brand identity is smart, distinctive and versatile for all markets and price ranges."

Logo treatments concentrate on the world-renowned Berkshire Hathaway name in a simple, clean font. The quality seal features bold, BHHS lettering encircled by "Berkshire Hathaway HomeServices." The brand's colors of cabernet and cream create a timeless look reflecting the brand's classic heritage. Visit [www.homeservices.com/hsfaffiliates](http://www.homeservices.com/hsfaffiliates) to view the complete brand identity system.

"The look and feel of the brand embodies the spirit of Berkshire Hathaway and captures our commitment to quality," said Ron Peltier, chairman and CEO of HomeServices. "The new Berkshire Hathaway HomeServices logo exemplifies strength and elegance, and we are proud to carry it into the marketplace."

Berkshire Hathaway HomeServices will be available in late 2013.

HSF Affiliates is led by an experienced management team including Earl Lee, CEO; Stephen Phillips, chief operating officer and Brian Peterson, chief financial officer. Information about Berkshire Hathaway HomeServices is available at [www.homeservices.com/hsfaffiliates](http://www.homeservices.com/hsfaffiliates).

#### **About HSF Affiliates LLC**

Based in Irvine, Calif., HSF Affiliates LLC operates the Prudential Real Estate and Real Living Real Estate franchise networks and the future Berkshire Hathaway HomeServices. The company is a joint venture between HomeServices of America, Inc., the nation's second-largest, full-service residential brokerage firm, and Brookfield Asset Management, a leading provider of real estate and relocation services, technology and knowledge.

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