

**FOR IMMEDIATE RELEASE**

**HSF Affiliates LLC Launches Social Sites for Berkshire Hathaway HomeServices**

*New Real Estate Brand Now Appearing on Facebook, Twitter and Instagram*

**IRVINE, CA (June 20, 2013)** – HSF Affiliates LLC took another step this week toward the launch of its Berkshire Hathaway HomeService real estate brokerage network by initiating accounts on Facebook, Twitter and Instagram. The brand, which will begin affiliating Prudential Real Estate-branded franchisees in 2013's third and fourth quarters, is now sharing and tweeting network updates, real estate commentary, industry news and blasts of Berkshire Hathaway HomeServices' vision and culture.

Berkshire Hathaway HomeServices' social handles include:

- [Facebook.com/BHHSRealEstate](https://www.facebook.com/BHHSRealEstate)
- [Twitter.com/BHHSRealEstate](https://twitter.com/BHHSRealEstate)
- [Instagram.com/BHHSRealEstate](https://www.instagram.com/BHHSRealEstate)

Network President Stephen Phillips, who welcomed followers when he issued the brand's first post and tweet, said the brand's objective in social media is to promote Berkshire Hathaway HomeServices, spotlight affiliates and their accomplishments, drive thought leadership, and inform friends and followers about real estate trends and opportunities.

"We are excited to launch the Berkshire Hathaway HomeServices brand and we'll use our social media sites to help share our progress," Phillips said. "Berkshire Hathaway HomeServices brings to the real estate market a definitive mark of strength, integrity and trust, and it's important our constituents know about it."

All three sites employ generous amounts of "Cabernet and Cream," the brand's rich colors. The brand's visual identity—from its distinctive colors and Quality Seal to its unpretentious typography—reflects timeless character and permanence of a brand set to endure.

--more--

2-2-2

### **About HSF Affiliates LLC**

Irvine, CA-based 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. HomeServices of America is a subsidiary of world-renowned Berkshire Hathaway Inc.

Prudential, the Prudential logo and the Rock symbol are service marks of Prudential Financial, Inc. and its related entities, and are used under license with no other affiliation with Prudential.

### **Contact:**

Kevin Ostler  
949-794-7980  
[kevinostler@hsfranchise.com](mailto:kevinostler@hsfranchise.com)

###