



**BERKSHIRE
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HomeServices

NEWS RELEASE



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FOR IMMEDIATE RELEASE

Crager Real Estate Joins Berkshire Hathaway HomeServices Real Estate Brokerage Network

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London, OH-based brokerage now operates as Berkshire Hathaway HomeServices Crager Tobin Real Estate

LONDON, OH (July 20, 2017) – Berkshire Hathaway HomeServices, part of the HSF Affiliates LLC family of real estate brokerage franchise networks, today announced that independent brokerage Crager Real Estate has joined the network operating as Berkshire Hathaway HomeServices Crager Tobin Real Estate.

The brokerage, founded in 2001 by Broker/Owner Laura Crager, operates throughout Central Ohio including Champaign, Clark, Delaware, Fayette, Franklin, Madison and Pickaway counties and surrounding communities. Berkshire Hathaway HomeServices remains one of America’s fastest-growing brokerage networks with nearly 43,500 agents and 1,313 offices named to the brand since its 2013 launch. The brand’s namesake is Warren Buffett’s Berkshire Hathaway Inc., among the world’s most trusted and respected corporations.

Crager Tobin Real Estate remains independently owned and operated by Laura Crager and her daughter Kate Crager-Tobin. “We are the same great, local company now backed by a powerful brand,” Laura Crager said. “Berkshire Hathaway HomeServices stands for trust, integrity, stability and longevity and the name stands apart in real estate. We’re proud to bring this brand home to our communities.”

“Berkshire Hathaway HomeServices offers us systems, tools and consultation to help us enhance and grow our operations for years to come,” explained Kate Crager-Tobin. “We’re building a premium environment for our agents to help them deliver incomparable service to our Central Ohio clients.”

With their transition, Crager Tobin Real Estate agents gain access to Berkshire Hathaway HomeServices’ Global Network Platform, a powerful tool suite focusing on lead generation, marketing support, social media, video production/distribution and more. Beyond technology, the brand provides national and international marketing support, professional education and the exclusive Luxury Collection for high-end listings.

As part of the network, Crager Tobin Real Estate is also in line for client referrals from outside its marketplace and relocation business. “We considered franchise opportunities for some time and decided Berkshire Hathaway HomeServices is the best choice for our brokerage, agents and clients,”

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said Laura Crager. "It gives us all pieces of the puzzle."

Growth is on the minds of Laura Crager and Kate Crager-Tobin. "We believe the Berkshire Hathaway HomeServices brand will have broad appeal among real estate professionals and consumers alike," Laura Crager said. "We would like to increase our agent count and add new offices throughout the marketplace over the next few years."

"We are incredibly excited about the future and our agents can't wait to represent the brand," said Kate Crager-Tobin. "We will grow, yet we will always be the family-oriented brokerage that does what's best for its clients."

Crager Tobin Real Estate agents will participate in orientation this week becoming familiar with the Global Network Platform and other resources. Their new Cabernet and White yard signs begin appearing in the marketplace today.

"We proudly welcome Crager Tobin Real Estate to our network," said Gino Blefari, president and CEO of the Berkshire Hathaway HomeServices. "Laura and Kate operate a terrific, local company with a great reputation. The brokerage will be strong brand ambassador in Central Ohio."

About Berkshire Hathaway HomeServices Crager Tobin Real Estate

Crager Tobin Real Estate is a premier real estate boutique incorporating personal service with leading-edge technology for an incomparable real estate experience. Visit www.bhscragertobin.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.

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