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HomeServices

NEWS RELEASE



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FOR IMMEDIATE RELEASE

Dean-Smith Realty Joins Berkshire Hathaway HomeServices Real Estate Brokerage Network [#GoodToKnow](#)

*Knoxville independent brokerage is now operating as Berkshire Hathaway HomeServices
Dean-Smith Realty*

Knoxville, TN (Jan. 5, 2017) – Berkshire Hathaway HomeServices, part of the HSF Affiliates LLC family of real estate brokerage franchise networks, today announced that independent brokerage Dean-Smith, Inc. joined the network operating as Berkshire Hathaway HomeServices Dean-Smith Realty.

The company, led by brothers Richard Smith and David Smith, operates throughout Knoxville, Farragut and Blount County. It is a perennial market leader respected for expertise and customer care. Berkshire Hathaway HomeServices is America's fastest-growing real estate brokerage network with more than 42,350 agents and 1,270 offices admitted to the brand since its founding in September 2013.

"This transition marks a jumping off point for Dean-Smith Realty," said Richard Smith, president and principal broker. "To grow our business and stay ahead of the curve we knew we had to align with a progressive, national brand offering the tools and support our agents need to be their very best. We've secured these resources, plus a powerful brand presence, with Berkshire Hathaway HomeServices."

David Smith, vice president and broker, said the brand will be warmly accepted in greater Knoxville. "Berkshire Hathaway HomeServices bears the name of Berkshire Hathaway Inc., one of the world's most respected and trusted corporations. The combination of this brand and our brokerage's strong, local presence will be difficult to beat locally."

David Smith said he expects Dean-Smith Realty to double its agent count over the next two years. Longer-term projections are as bright. "We are fortunate to operate in greater Knoxville, an area blessed with a vibrant, diverse economy that should continue to grow for many years," he explained. "Our brokerage is wonderfully positioned to grow in lock step with the region."

With their transition, Dean-Smith Realty 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 and resort listings.

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“Agents who want to take their real estate careers to new heights should look no farther than Berkshire Hathaway HomeServices Dean-Smith Realty,” said Richard Smith.

Gino Blefari, Berkshire Hathaway HomeServices CEO, welcomed Dean-Smith Realty to the network. “We are proud that Richard, David and their team will represent Berkshire Hathaway HomeServices in greater Knoxville,” he said. “The brokerage is highly respected locally and will be a strong ambassador of our brand.”

Dean-Smith Realty’s new Cabernet and White yard signs are already appearing in the marketplace. The brokerage will commemorate its brand transition with an open-house celebration in the spring.

About Berkshire Hathaway HomeServices Dean-Smith Realty

Dean-Smith Realty, established in 1986, serves the greater Knoxville region specializing in residential and land sales. The brokerage is a leader in high-end and luxury real estate with extensive experience in Sequoyah Hills, Westmoreland, Lyons Bend and the lakefront. Visit www.bhhsdsr.com.

About Berkshire Hathaway HomeServices

Berkshire Hathaway HomeServices is based in Irvine, CA. 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.

Irvine, CA-based HSF Affiliates LLC operates the 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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