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NEWS RELEASE



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Great Expectations Realty to Join Berkshire Hathaway HomeServices Real Estate Brokerage Network

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Charleston-area brokerage leader will operate as Berkshire Hathaway HomeServices Great Expectations Realty

CHARLESTON, WV (July 20, 2016) – Berkshire Hathaway HomeServices, part of the HSF Affiliates LLC family of real estate brokerage franchise networks, today announced that independent brokerage Great Expectations Realty will join the network Aug. 24 operating as Berkshire Hathaway HomeServices Great Expectations Realty.

The company, founded only eight years ago by Mike Callaghan and Cheri Heflin Callaghan, holds the No. 2 market share position in Kanawha County for sales volume and serves an expansive region that also includes Cabell, Fayette, Greenbrier and Putnam counties. Berkshire Hathaway HomeServices is America's fastest-growing real estate brokerage franchise network with more than 42,300 agents and 1,220 offices in 47 states since its launch in September 2013. This includes Parkersburg-based Berkshire Hathaway HomeServices Real Estate Center, a regional market leader.

"After eight great years the time has come to take Great Expectations Realty to a whole new level of growth and service," said Cheri Callaghan, associate broker. "We chose to join Berkshire Hathaway HomeServices for many important reasons starting with the brand itself. The network bears the name of Berkshire Hathaway Inc., one of the world's most trusted and respected corporations, and we're proud to link that name to ours."

Berkshire Hathaway HomeServices' international marketing presence, active relocation and referral networks, and technology suite will help Great Expectations Realty expand its presence in West Virginia. "We expect to double the size of our company in two years, and we'll continue to attract the types of high-caliber agents who have made our company great," Cheri Callaghan said.

Great Expectations Realty agents are respected in the marketplace for their progressive thinking and use of real estate tools and technology. With their affiliation, these agents gain access to Berkshire Hathaway HomeServices' Global Network Platform – an impressive suite of online tools, applications and services – plus professional education, marketing support and the exclusive Luxury Collection program for high-end and resort listings. Resources include lead generation, a social media platform,

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a handy mobile app, a custom video-production app and more.

“Our brokerage slogan has always been ‘Expect More,’ and that message rings true with our Berkshire Hathaway HomeServices affiliation,” said Mike Callaghan, broker of record. “Our team, backed by a compelling brand and with a world-class array of tools, resources and support, will be unstoppable.”

Great Expectations Realty will commemorate its brand announcement July 20 with a ceremony and celebration for agents and staff at its Charleston office, 1337 Virginia Street East in the Capitol’s historic East End. The event runs from 6-9 p.m. The brokerage will mark its transition to Berkshire Hathaway HomeServices Aug. 26 with a ribbon-cutting ceremony and celebration at the Charleston office.

Gino Blefari, CEO of Berkshire Hathaway HomeServices, welcomed the brokerage. “Cheri, Mike and their Great Expectations Realty team do wonderful work for their clients,” he said. “We’re proud they will represent Berkshire Hathaway HomeServices in greater Charleston.”

About Great Expectations Realty

Great Expectations Realty is a full-service real estate brokerage serving Cabell, Fayette, Greenbrier, Kanawha and Putnam counties. The company, founded in 2008 by Mike and Cheri Heflin Callaghan, is known for its skilled agents and exemplary service. In fact, the Great Expectation Realty’s slogan encourages clients to “Expect More” when doing business with the brokerage. Visit www.greatexpectationsrealty.com.

About Berkshire Hathaway HomeServices

Berkshire Hathaway HomeServices, based in Irvine, CA, is a real estate brokerage franchise 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.

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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