



**BERKSHIRE
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HomeServices

NEWS RELEASE



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FOR IMMEDIATE RELEASE

Great Expectations Realty Affiliates with the Berkshire Hathaway HomeServices Real Estate Brokerage Network

Kanawha Valley-area brokerage leader now operates as Berkshire Hathaway HomeServices Great Expectations Realty; brokerage founders say brand transition will usher in a new era of growth at the company

CHARLESTON, WV (Aug. 26, 2016) – Independent brokerage Great Expectations Realty joined Berkshire Hathaway HomeServices and today commemorated its transition with ceremonies at its Charleston headquarters. The event culminated two days of training and brand exposure for agents and company employees. Guests included Charleston Mayor Danny Jones, Hurricane Mayor Scott Edwards, and Gino Blefari, CEO of Berkshire Hathaway HomeServices.

Brokerage owners Mike Callaghan and Cheri Heflin Callaghan thanked their agents for the company's progress to date and stressed that the best is yet to come. "The future looks great from our perspective," said Mike Callaghan, broker of record. "Our network's namesake is Berkshire Hathaway Inc., one of the world's most respected, trusted and admired corporations, according to *Barron's*, *Forbes*, *Fortune* and others. This brand will stand apart in the Kanawha Valley and our other targeted markets, just as it has in markets across America."

Cheri Callaghan, associate broker, said Berkshire Hathaway HomeServices will appeal to clients and agents alike. "Homebuyers and sellers see the network's Cabernet and White yard signs as symbols of quality and prestige," she explained. "It has also been wonderful to see how top sales professionals have responded to the brand. We've already hired talented agents directly as a result of our brand's marketing advantages."

Berkshire Hathaway HomeServices is America's fastest-growing brokerage network with more than 42,300 agents in 47 states named to the brand since its launch three years ago. The network's technology suite, the Global Network Platform, includes some of the most powerful tools in real estate focusing on lead generation, marketing support, social media, video production/distribution and more. "Berkshire Hathaway HomeServices' tools are over the top and will help us immediately," said Sallie Hart, a brokerage sales leader specializing in high-end properties.

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Beyond technology, the brand provides national and international marketing support, professional education and the exclusive Luxury Collection for high-end and resort listings. “Cheri and I had a vision to bring top-tier marketing and technology support services to agents and their clients,” said Mike Callaghan. “We believe we’ve delivered that and more through our Berkshire Hathaway HomeServices affiliation.”

Great Expectations Realty is the network’s second franchisee in West Virginia. Parkersburg-based Berkshire Hathaway HomeServices Real Estate Center, a charter franchisee, dominates the Mid-Ohio Valley market with a 53% market share in total sales.

“We look forward to an active referral relationship with Real Estate Center and other network affiliates, plus the corporate relocation opportunities that come through the brand,” said Cheri Callaghan. “We’re ready to grow our brokerage far into the future.”

Blefari applauded the brokerage’s affiliation. “Great Expectations Realty is known for sound leadership, quality agents and superior client care,” he said. “We are delighted this brokerage represents our network in the Kanawha Valley.”

About Great Expectations Realty

Great Expectations Realty is a full-service real estate brokerage serving Cabell, Fayette, Greenbrier, Kanawha, Putnam and Raleigh counties. The company, founded in 2008 by Mike and Cheri Heflin Callaghan, holds the No. 2 market share position in Kanawha County for sales volume and has grown by more than 22% in 2016. Visit www.bhhsger.com for details.

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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