



**BERKSHIRE
HATHAWAY**
HomeServices

NEWS RELEASE



18500 Von Karman Avenue, Suite 400
Irvine, CA 92612

FOR IMMEDIATE RELEASE

Prudential Hickory Metro Real Estate Joins Berkshire Hathaway HomeServices Real Estate Brokerage Network

North Carolina broker now operates as Berkshire Hathaway HomeServices Hickory Metro Real Estate

HICKORY, NC (JAN. 14, 2014) – Berkshire Hathaway HomeServices, the new real estate brokerage network operated by HSF Affiliates LLC, today announced that Prudential Hickory Metro Real Estate has joined the brand and is now operating as Berkshire Hathaway HomeServices Hickory Metro Real Estate. The full-service brokerage is among the first in the region to go live under the new brand following affiliate launches in California, Colorado, Connecticut, Delaware, Florida, Georgia, Iowa, Missouri, Nebraska, North Carolina, Oregon, Pennsylvania, Tennessee, Texas, West Virginia and Washington.

Berkshire Hathaway HomeServices Hickory Metro Real Estate is a market leader operating in Alexander, Burke, Caldwell and Catawba counties. Broker/Owner Bonnie Mitchell said the new brand vaults her company ahead of its competition. “We have an incredible opportunity to represent a bold, new brand whose namesake is the world’s most respected company, according to *Barron’s*,” she said. “We believe the brand will resonate well with clients of all types and it will help our agents gain even more distinction in the marketplace.”

Mitchell and Co-owners Lynda DeHart and Jim Tarlton today unveiled the new brand and yard sign during an agent luncheon at Paramount Classic Cars in Hickory. Keynote speakers include Tommy Camp, president and CEO of Winston-Salem-based Berkshire Hathaway HomeServices Carolinas Realty, which joined the network in October; and Benny Yount, owner of Paramount Classic Cars.

“Everyone at our company is excited to go forward as Berkshire Hathaway HomeServices Hickory Metro Real Estate,” said DeHart. “The future looks exceptionally bright for our team.”

Tarlton added that the brand will supercharge Hickory Metro Real Estate’s recruiting efforts. “We have a prestigious brand built on the values of trust, integrity, stability and longevity,” he said. “We’re confident our area’s top agents will want to be a part of this brand.”

Stephen Phillips, president of Berkshire Hathaway HomeServices, welcomed Hickory Metro Real Estate

--more--

2-2-2

to the brand. “This company builds long-term client relationships with terrific service and customer care,” he said. “We’re proud that Hickory Metro Real Estate represents our brand in the greater Hickory market.”

Hickory Metro Real Estate remains an independently owned and operated company. Its new Cabernet and Cream yard signs will begin appearing throughout greater Hickory today.

About Berkshire Hathaway HomeServices Hickory Metro Real Estate

Berkshire Hathaway HomeServices Hickory Metro Real Estate operates in Alexander, Burke, Caldwell and Catawba counties. For nearly a half century, it has conducted business with the highest regard for ethics, fair housing practices and a fundamental belief in the right to own real property. Visit www.bhshickorymetro.com for details.

About Berkshire Hathaway HomeServices

Berkshire Hathaway HomeServices, based in Irvine, CA, is a brand-new 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.

Irvine, CA-based HSF Affiliates LLC operates 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.

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.

Media Contacts:

Kevin Ostler

949-794-7980

kevinostler@hsfranchise.com

Marisa Mulqueen

212-704-8112

Marisa.mulqueen@edelman.com

###