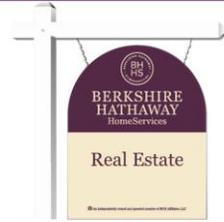




**BERKSHIRE  
HATHAWAY**  
HomeServices

# NEWS RELEASE



18500 Von Karman Avenue, Suite 400  
Irvine, CA 92612

FOR IMMEDIATE RELEASE

## **Berkshire Hathaway HomeServices Indiana Realty Is Supercharging Bloomington Office for a new Wave of Growth in the Region**

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**BLOOMINGTON, IN (Sept. 8, 2016)** – Berkshire Hathaway HomeServices Indiana Realty’s Bloomington office sits in a catbird seat for the future. The busy brokerage on 3<sup>rd</sup> Street operates in the shadow of Indiana University, a real estate market powered in part by education and the ongoing flow of students and faculty to the region.

Bloomington is also a key signpost for the long-awaited Interstate 69 extension project, a key component to the future economic vitality of Central and Southwestern Indiana. I-69 will connect Evansville to Indianapolis and ultimately will extend from Canada to Mexico. Bloomington, a connection point for the project’s Fourth and Fifth Corridors, will likely see a long-term boost in commerce, construction and employment.

Indiana Realty Companies, the state’s No. 2 market share leader for units and sales volume, wants to capitalize and is preparing its Bloomington office for a new era in real estate. “Our Bloomington team is strategically vital to our organization,” said Indiana Realty COO Craig West, whose brokerage operates 19 offices in the region. “The group is already one of our top-performing offices and we’re excited for it to grow with the region.”

West has made available a staffed coaching and training department to help fine-tune agents’ business plans and development. He’s also provided a dedicated systems support team to help the staff maximize the tools and resources it receives from Indiana Realty and Berkshire Hathaway HomeServices itself.

“Efficiency is vital when business accelerates,” West said. “We have an arsenal of real estate tools, applications and services that give us important client-service advantages in the marketplace. Our tools run the gamut from lead generation, eMarketing support, social media, video production/distribution and more, and we want our sales professionals taking full advantage of them.”

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West said Berkshire Hathaway HomeServices' international presence will help the Bloomington office and his entire Indiana Realty organization.

"We expect that Central and Southern Indiana will continue seeing an influx of education, software, technology, health care and other businesses," he said. "The region is growing and creating jobs, and that attracts national and international attention. All of this is great news for real estate."

Larry Pickens, a longtime partner at Indiana Realty and associate broker at the Bloomington office, recently turned over daily operations of the office to West and West's leadership team. Pickens will continue selling real estate at the Bloomington office. "I'm excited for the future," he said. "We have the resource and support to take on new levels of business in greater Bloomington. We're ready for the growth in our region and at Indiana Realty."

Indiana Realty's Bloomington office operates at 3802 E. 3<sup>rd</sup> St. (812) 334-2021.

### **About Berkshire Hathaway HomeServices Indiana Realty**

Indiana Realty was founded in 1980 on the principal of bringing together the most professional group of real estate salespeople to provide the highest level of real estate services to their clients and customers. The brokerage, with 19 offices throughout Central and Southern Indiana, is structured for localized management decisions. Visit [www.bhhsINrealty.com](http://www.bhhsINrealty.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. Berkshire Hathaway HomeServices now accounts for more than 42,200 agents and 1,211 offices in 47 states.

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.

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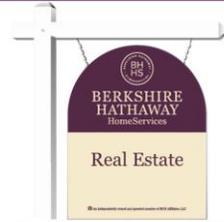
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