

FOR IMMEDIATE RELEASE

Kerry Donovan Joins HSF Affiliates LLCSM as Marketing Vice President

IRVINE, CA (March 22, 2013) – HSF Affiliates LLC today announced that marketing veteran Kerry Donovan joined the company as vice president of marketing. Donovan, reporting to Chief Operating Officer Stephen Phillips, will be responsible for all marketing, digital advertising and brand-management activities for the Prudential Real Estate network and the new Berkshire Hathaway HomeServices brand available for affiliation later in 2013.

Donovan brings a wealth of residential real estate marketing experience to his position, from a broker perspective with Coldwell Banker-NRT; as a franchisor with Coldwell Banker Real Estate; and in the luxury arena with an affiliate of Christie’s International Real Estate. He also has extensive marketing/advertising experience, holding agency positions with firms such as J. Walter Thompson and Dentsu Young & Rubicam; in corporate product and brand management with Mattel, Inc. and the Automobile Club of Southern California; and in media with the Los Angeles Times.

“Kerry is a seasoned and creative marketer with a rich history of raising brand and product awareness,” said Phillips. “He is the ideal professional to lead the promotion of our Prudential Real Estate and Berkshire Hathaway HomeServices brokerage networks.”

Said Donovan: “I’m thrilled to join HSF Affiliates LLC at such an exciting time, as residential real estate and the U.S. economy are recovering. More importantly, I’m here to support the storied Prudential Real Estate network and help build the Berkshire Hathaway HomeServices brand, which is blessed with the name of one of the world’s most respected corporations – Warren Buffett’s Berkshire Hathaway. This is a marketer’s dream.”

Donovan said he is already building his marketing team. “We have incredible opportunities ahead,” he added. “Our franchise family is strong, and Berkshire Hathaway HomeServices will change the landscape in the residential brokerage business.”

Donovan, a native of the Boston area, resides in Pasadena, California. He holds a bachelor’s degree in Fine Arts from Boston College and earned his MBA in Marketing from the Marshall School of Business at the University of Southern California.

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About HSF Affiliates LLC

Irvine, CA-based HSF Affiliates LLC operates the Prudential Real Estate and Real Living Real Estate franchise networks and the future Berkshire Hathaway HomeServices. The company is joint venture between HomeServices of America, Inc., the nation's second-largest, full-service residential brokerage firm, and Brookfield Asset Management, a leading provider of real estate and relocation services, technology and knowledge.

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