



**BERKSHIRE
HATHAWAY**
HomeServices

NEWS RELEASE



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FOR IMMEDIATE RELEASE

Mitchell Lewis Joins Berkshire Hathaway HomeServices as Managing Director, EMEA

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Munich-based franchise and luxury brand development veteran will spearhead the real estate brokerage network's expansion in Europe, the Middle East and Africa

IRVINE, CA, USA (Sept. 29, 2016) -- Berkshire Hathaway HomeServices announced today that Mitchell Lewis will represent the real estate brokerage network as managing director, EMEA. Lewis will oversee franchise development and operations in key markets throughout Europe, the Middle East and Africa.

Lewis brings vast international franchise sales and operations experience to his position, first at Cendant Corporation where he managed the global expansion and deal negotiations for Century 21, Coldwell Banker, Coldwell Banker Commercial and ERA. For the next decade at Realogy Corporation, he grew the global presence and enhanced the processes and systems for the same brokerage networks as well as Sotheby's International Realty.

Most recently, Lewis served as the managing director of Asia Pacific for Christie's International Real Estate, where he established the network's operational presence and helped lead the brand's global development. He also founded Munich-based Counterparts Advisory LLC to consult for consumer brands seeking franchise expansion and operational guidance around the world.

"Mitch Lewis is exactly the right professional to help us expand Berkshire Hathaway HomeServices," said Peter Turtzo, SVP of International Operations. "He is an authority on international franchising having generated success at every turn. His extensive experience and professional acumen are true assets; he will indeed help us take our network global, far beyond its current presence in the United States."

Lewis responded: "I am honored by the opportunity to assist Berkshire Hathaway HomeServices in its global expansion. The Berkshire Hathaway name is respected around the world, which gives Berkshire Hathaway HomeServices an advantage. I'm eager to explore target markets and work with franchisee candidates to see how the brand can help them grow and enhance profitability of their brokerage businesses."

Berkshire Hathaway HomeServices announced international expansion plans in May with the simultaneous launch of a powerful, new property search platform on its website, www.berkshirehathawayhs.com. Global shoppers of U.S. real estate may translate the site in 10 languages, and their property searches yield all listings in any city serviced by a Berkshire Hathaway HomeServices franchisee. The network also initiated a listing syndication program that broadcasts its U.S. franchisees' listings to real estate websites worldwide.

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“These resources open gateways to the world for Berkshire Hathaway HomeServices’ U.S. affiliates long before a global franchise sales effort begins,” said Lewis. “This demonstrates careful planning and foresight by the brand to do things right the first time. In fact, Berkshire Hathaway HomeServices has exhibited extreme levels of due diligence, prudence and patience in its international expansion strategy.”

Lewis said his initial target markets will include major financial hubs along with destination and feeder markets throughout the EMEA region that exhibit stability in the property sector and where Berkshire Hathaway’s corporate name recognition runs high.

Berkshire Hathaway HomeServices CEO Gino Blefari welcomed Lewis in his new role. “Mitch is a globally astute executive who knows international franchise development and operations from all angles, and further understands the diligence we need to uphold the integrity of our brand name as we affiliate with leading real estate brokerages abroad,” he said. “He’s also an accomplished consultant who helped shape our global strategy and can guide franchisees to maximize their growth potential. We’re proud and confident knowing Mitch will be helping to expand our brokerage network.”

Lewis resides in Munich with his wife and two sons.

About Berkshire Hathaway HomeServices and HSF Affiliates LLC

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. Visit www.berkshirehathawayhs.com.

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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