



**BERKSHIRE
HATHAWAY**
HomeServices

NEWS RELEASE



18500 Von Karman Avenue, Suite 400
Irvine, CA 92612

FOR IMMEDIATE RELEASE

Prudential A.S. de Movellan Real Estate Joins Berkshire Hathaway HomeServices Real Estate Brokerage Network

Lexington brokerage now operates as Berkshire Hathaway HomeServices de Movellan Properties

LEXINGTON, KY (Feb. 25, 2014) – Berkshire Hathaway HomeServices, the new real estate brokerage network operated by HSF Affiliates LLC, today announced that Prudential A.S. de Movellan Real Estate has joined the brand and is operating as Berkshire Hathaway HomeServices de Movellan Properties.

The full-service brokerage, a leader in Lexington and the surrounding Blue Grass region of Kentucky, is the next in a growing roster of affiliates that have joined the network since September. Berkshire Hathaway HomeServices now accounts for more than 23,000 agents and 600 offices in 30 states.

Founded in 1967 by Broker/Owner Tony de Movellan, the company will continue operating as a family-owned business with the Berkshire Hathaway HomeServices brand name. “It is going to be absolutely fabulous starting the 47th year of our company representing Berkshire Hathaway HomeServices, a brand whose namesake is the most respected company in the world,” he said. “We’re also proud to be the first Berkshire Hathaway HomeServices affiliate in Kentucky.”

Tony de Movellan and his son, President Anthony de Movellan, commemorated the brand during an agent event and ribbon-cutting ceremony at the company office in Lexington. HSF Affiliates CEO Earl Lee joined the de Movellan family for the celebrations. Lee said, “Built with dedication and pride, de Movellan Properties is an integral, local business in greater Lexington. We are excited to have the brokerage join Berkshire Hathaway HomeServices and represent the brand locally.”

With the transition, de Movellan Properties associates gain access to Berkshire Hathaway HomeServices’ robust real estate technology platform – the Global Network Platform – as well as ongoing business consultation, professional education, marketing support and more.

“The Global Network Platform brings an unparalleled level of quality and innovation to the real estate market,” said Anthony de Movellan. “Placing the combination of mobile, social and digital media with proprietary information in the hands of our sales professionals will help provide even greater productivity and reach for our team, and that translates into the finest service for our clients.”

The brokerage’s Cabernet and Cream yard signs will begin appearing throughout the region starting today.

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About Berkshire Hathaway HomeServices de Movellan Properties

Berkshire Hathaway HomeServices de Movellan Properties built its reputation as a leader in the Kentucky real estate market with a focus on uncompromised ethical standards, a sincere and involved interest in its community, and an unsurpassed reputation for professionalism. For further information visit www.demovellan.com.

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. 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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Media Contacts:

Kevin Ostler

949-794-7980

kevinostler@hsfranchise.com

Marisa Mulqueen

212-704-8112

Marisa.mulqueen@edelman.com