



**BERKSHIRE
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HomeServices

NEWS RELEASE



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FOR IMMEDIATE RELEASE

Prudential Blanton Properties Joins Berkshire Hathaway HomeServices Real Estate Brokerage Network

Athens brokerage leader now operates as Berkshire Hathaway HomeServices Blanton Properties

ATHENS, GA (April 3, 2014) – Berkshire Hathaway HomeServices, the new real estate brokerage network operated by HSF Affiliates LLC, today announced that Prudential Blanton Properties has joined the brand and is operating as Berkshire Hathaway HomeServices Blanton Properties. The brokerage is the next in a growing roster of affiliate companies that have joined the network since September 2013. Berkshire Hathaway HomeServices now accounts for more than 27,000 agents and 700 offices in 37 states.

“We are elated to join Berkshire Hathaway HomeServices, a brand whose namesake – Berkshire Hathaway Inc. – is the world’s most respected corporation according to Barron’s,” said Broker/Owner Brenda Blanton. “In 35 years of real estate I have not seen a more compelling brand opportunity than this one.”

Blanton said this strong brand will support the company’s continued growth and will attract high-caliber sales professionals. “I believe consumers will seek out the Berkshire Hathaway HomeServices name on yard signs as a symbol of quality, integrity and strength,” she explained. “Equally important, top sales professionals will want to represent a brand whose namesake is the world-renowned Berkshire Hathaway.”

As part of the transition, Blanton Properties associates gain access to a robust real estate technology platform, ongoing business consultation, professional education, marketing support and the Luxury Collection program that adds marketing clout to high-end listings. These resources will extend the reach and efficiency of Blanton Properties’ agents, Blanton pointed out. Clients will appreciate the real estate tools and information available to them through the brokerage’s new website www.bhhsblantonproperties.com.

Blanton and her team today commemorated their transition with a launch event and ribbon-cutting ceremony at the company’s office on Hill Street. They were joined by Athens Mayor Nancy Denson, Athens Area Chamber of Commerce President Doc Eldridge and other local dignitaries and guests.

Earl Lee, CEO of HSF Affiliates, welcomed Blanton Properties to Berkshire Hathaway HomeServices.

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“Brenda and her team are respected in the marketplace for their skill, professionalism and customer care,” he said. “We’re pleased this fine company will represent our brand in the greater Athens area.”

Blanton Properties’ new Cabernet and White yard signs will appear in Clarke, Oconee, Barrow, Jackson, Madison and Oglethorpe Counties starting today.

About Berkshire Hathaway HomeServices Blanton Properties

Berkshire Hathaway HomeServices Blanton Properties, a full-service real estate brokerage, serves the greater Athens area and six counties with a dedicated team of experienced professionals. The company remains independently owned and operated. Visit www.bhhsblantonproperties.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. Berkshire Hathaway HomeServices in early 2014 was named “Real Estate Agency Brand of the Year” by consumers in the 26th annual Harris Poll EquiTrend® study of the largest real estate networks. 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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