



NEWS RELEASE



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FOR IMMEDIATE RELEASE

Prudential CNY Realty Joins Berkshire Hathaway HomeServices Real Estate Brokerage Network

North Syracuse-based brokerage now operating as Berkshire Hathaway Home Services CNY Realty

North Syracuse, NY (April 8, 2014) – Berkshire Hathaway HomeServices, the new real estate brokerage network operated by HSF Affiliates LLC, announced that Prudential CNY Realty has joined the brand and is operating as Berkshire Hathaway Home Services CNY Realty. The brokerage, comprised of six offices and 150 agents, joins a growing roster of affiliates that have transitioned to the network since September. Berkshire Hathaway HomeServices now accounts for nearly 28,000 agents and 750 offices in 37 states.

“We’re excited to join Berkshire Hathaway HomeServices,” said Mary MacKaig, vice president of CNY Realty. “The Berkshire Hathaway name brings with it the credibility of a company built on strong values, strategic foresight and sound investment. This transition will open up opportunities for our company and demonstrate to our market that we are devoted to providing quality service.”

With the transition, CNY Realty associates gain access to Berkshire Hathaway HomeServices’ robust technology platform, ongoing business consultation, professional education, marketing support and the Luxury Collection program that adds marketing clout to high-end listings. MacKaig sees these resources as a way to grow the brokerage’s footprint and exposure in the market. “We’re just thrilled to take our company to the next level,” MacKaig said. “The combination of our strong local brokerage and the Berkshire Hathaway HomeServices brand will be a powerful force in central New York real estate.”

CNY Realty celebrated the transition yesterday, welcoming local dignitaries and unveiling its new Cabernet and White yard signs, which are now appearing throughout central and northern New York. At the event, Dan Hartnett, broker/owner of CNY Realty, announced the acquisition of Peebles Realty, which extends CNY Realty’s expertise throughout the northern part of the state.

“Berkshire Hathaway HomeServices is an exciting, new brand and we’re glad to bring its sophistication to agents, buyers and sellers in central and northern New York,” said Hartnett. “The brand’s namesake – Berkshire Hathaway Inc. – is respected the world over. We’re proud and ready to represent Berkshire Hathaway HomeServices and grow our business right here in the Syracuse area.”

Stephen Phillips, chief operating officer of HSF Affiliates, welcomed Hartnett and his company to the network. “CNY Realty’s sterling reputation and dedication to its clients and community set the company apart in the

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marketplace,” he said. “We are pleased that Dan Hartnett, Mary MacKaig and the company are beginning a new era with Berkshire Hathaway HomeServices.”

About Berkshire Hathaway HomeServices CNY Realty

Based in North Syracuse, Berkshire Hathaway HomeServices CNY Realty is a full-service brokerage serving Onondaga, Cayuga, Oswego, Madison, Cortland, Jefferson and Lewis counties. The independently owned company conducts business with the highest regard for ethics, fair housing practices and a fundamental belief in the right to own real property. Visit bhhsnyrealty.com for details.

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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