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NEWS RELEASE



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FOR IMMEDIATE RELEASE

Prudential Florida Showcase Properties Joins Berkshire Hathaway HomeServices Real Estate Brokerage Network

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*Citrus County brokerage standout now operates as
Berkshire Hathaway HomeServices Florida Showcase Properties; targets growth*

HERNANDO, FL (May 16, 2017) – Berkshire Hathaway HomeServices, part of the HSF Affiliates LLC family of real estate brokerage franchise networks, today announced that Prudential Florida Showcase Properties has joined the network operating as Berkshire Hathaway HomeServices Florida Showcase Properties.

The brokerage, which conducts about 22% of the residential real estate transactions in the popular Citrus Hills community of Citrus County, is known for sound leadership, exemplary service and a skilled and experienced agent team. Berkshire Hathaway HomeServices is America’s fastest-growing brokerage network with nearly 43,000 agents and 1,300 offices named to the brand since its 2013 launch.

“We are thrilled and honored to join Berkshire Hathaway HomeServices, a brand whose namesake is Warren Buffett’s Berkshire Hathaway Inc.,” said General Manager Mark Casper. “The brand is already well established in Florida and will have particular appeal to our clients in the communities of Citrus Hills and Pine Ridge.”

“The future looks bright for Florida Showcase Properties,” added Broker J. Barry Cook, company founder, who will retire this summer. “Mark and the team join a terrific brand offering agents many of the best tools and resources in the business. I expect the company to thrive for years to come.”

With their transition, Florida Showcase Properties professionals gain access to Berkshire Hathaway HomeServices’ Global Network Platform, a powerful tool suite focusing on lead generation, marketing support, social media, video production/distribution and more. Beyond technology, the brand provides national and international marketing support, professional education and the exclusive Luxury Collection for high-end listings.

Coinciding with its brand transition, the brokerage today also opened the doors to a new and larger corporate headquarters located at 2450 N. Citrus Hills Blvd. in Hernando.

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Casper said his recruiting efforts will accelerate from here. “Real estate professionals who want to grow their businesses should come talk to us at Florida Showcase Properties,” he explained. “We have plug-and-play agent resources and a nurturing corporate culture focused on agents’ success. Through that culture we deliver total client satisfaction.”

Florida Showcase Properties will commemorate its transition today with a ribbon-cutting ceremony at its new headquarters. The brokerage will hold open-house celebrations in each of the Citrus Hills communities throughout the spring and early summer. Its new Cabernet and Cream yards are now appearing in the marketplace.

“We are pleased to welcome Florida Showcase Properties to our network,” said Gino Blefari, president and CEO of Berkshire Hathaway HomeServices. “The brokerage is well respected throughout Citrus County and will be a strong representative of our brand.”

About Berkshire Hathaway HomeServices Florida Showcase Properties Realty

Florida Showcase Properties is a full-service real estate brokerage with offices in Hernando and Beverly Hills, FL. Visit www.bhhsfloridashowcaseproperties.com for details.

About Berkshire Hathaway HomeServices

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.

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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