

**FOR IMMEDIATE RELEASE**

## **Prudential Lake Almanor Real Estate Joins Berkshire Hathaway HomeServices Real Estate Brokerage Network**

*Resort brokerage is now operating as Berkshire Hathaway HomeServices Lake Almanor Real Estate*

**LAKE ALMANOR, CA (March 6, 2014)** – Berkshire Hathaway HomeServices, the new real estate brokerage network operated by HSF Affiliates LLC, today announced that Prudential Lake Almanor Real Estate has joined the brand and is operating as Berkshire Hathaway HomeServices Lake Almanor Real Estate. The brokerage joins a growing roster of affiliates that have transitioned to the network since September, now comprised of more than 26,000 agents and 700 offices in 33 states.

“We’re excited to become a part of such a quality and growing real estate brand,” said Broker/Owner Wendi Durkin. “We are also proud to represent Berkshire Hathaway HomeServices in our great community and look forward to the opportunity to take our service to the next level.”

Lake Almanor, set at the base of Lassen Volcanic National Park in the Sierra Nevada mountain range, is a haven for those seeking a dream home on one of California’s premier lakes. Durkin said the Berkshire Hathaway HomeServices brand will be embraced in her popular, resort market. “Clients will be looking for our Cabernet and Cream signs as symbols of our experienced and highly knowledgeable staff,” she explained.

With the transition, Lake Almanor Real Estate agents gain access to Berkshire Hathaway HomeServices’ ongoing business consultation, professional education, marketing support and robust real estate technology platform – the Global Network Platform (GNP). Durkin said GNP tools and resources will help extend her team’s reach and efficiency. “We’ll benefit from advanced lead generation, mobile and social applications, and much more,” she said. “It all comes down to provide the best service for our clients.”

Earl Lee, CEO of HSF Affiliates, welcomed Lake Almanor Real Estate to the network. “Wendi Durkin and her team set high standards for their local market,” he said. “We’re happy this fine company is going forward with us at Berkshire Hathaway HomeServices.”

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

### **About Berkshire Hathaway HomeServices Lake Almanor Real Estate**

Berkshire Hathaway HomeServices Lake Almanor Real Estate is a full-service brokerage, serving the Lake

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Almanor Basin and surrounding areas in Plumas and Lassen counties in northeastern California. 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 [www.BHHSLakeAlmanor.com](http://www.BHHSLakeAlmanor.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. Visit [www.berkshirehathawayhs.com](http://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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