



**BERKSHIRE
HATHAWAY**
HomeServices

NEWS RELEASE



18500 Von Karman Avenue, Suite 400
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FOR IMMEDIATE RELEASE

Prudential Parks & Weisberg, Realtors® Joins Berkshire Hathaway HomeServices Real Estate Brokerage Network

Louisville brokerage now operates as Berkshire Hathaway HomeServices Parks & Weisberg, Realtors®

LOUISVILLE, KY (Feb. 26) – Berkshire Hathaway HomeServices, the new real estate brokerage network operated by HSF Affiliates LLC, today announced that Prudential Parks & Weisberg, Realtors® has joined the brand and is operating as Berkshire Hathaway HomeServices Parks & Weisberg, Realtors®.

The brokerage, one of Louisville’s largest, joins 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.

As part of the network, Parks & Weisberg, Realtors®’ agents gain access to a robust real estate technology platform, ongoing business consultation, professional education, marketing support and more. Broker/Owner Dave Parks also noted the brand’s international appeal. “Berkshire Hathaway HomeServices’ namesake – Berkshire Hathaway Inc. – is known worldwide and the network’s expansion plans include international markets, which will be great for our agents and clients,” he explained.

Broker/Owner Judie Parks added that the company will thrive with its fresh, new brand and strong local ownership. “We remain independently owned and operated,” she said. “We will continue making our decisions locally based on best practices to run our business.”

Dave Parks, Judie Parks and HSF Affiliates LLC CEO Earl Lee commemorated the brokerage’s brand transition during an agent and client event at Big Spring Country Club in Louisville. Officers also unveiled their new Cabernet and Cream yard signs and were joined in a ribbon-cutting ceremony by mayors from both sides of the Ohio River: Mike Moore, Jeffersonville, IN; and Bernard Bowling of St. Matthews, KY.

“Joining Berkshire Hathaway HomeServices is an honor of the highest regard,” said Judie Parks. “We are committed to continuing our excellence under our new brand, which bears the name of the world’s most respected corporation, according to *Barron’s*.”

The Berkshire Hathaway HomeServices brand will help their brokerage grow, Dave Parks said. “We believe real estate clients will embrace our brand as it reflects Berkshire Hathaway’s values of trust,

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integrity, stability and longevity,” he said. “We’re equally confident that our nearly 100 current agents and others joining us will want to represent a brand whose namesake is so well-regarded around the globe.”

Lee welcomed Parks & Weisberg, Realtors® to the brand. “Judie, Dave and the team have earned a wonderful reputation for their skill, service, integrity and professionalism, and are a continuation of over 60 years of the Parks & Weisberg legacy,” he explained. “We’re proud they’re going forward with us as members of Berkshire Hathaway HomeServices.”

Parks & Weisberg, Realtors® new yard signs will begin appearing throughout Louisville and Southern Indiana today.

About Berkshire Hathaway HomeServices Parks & Weisberg, Realtors®

Berkshire Hathaway HomeServices Parks & Weisberg, Realtors® serves the greater Louisville area with offices in Kentucky and Indiana. For over 60 years, Parks & Weisberg, Realtors® has set the standard as a premier real estate company in residential sales, relocation services, commercial sales and leases and all phases of property management. Visit www.BHHSParksWeisberg.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.

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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