



**BERKSHIRE
HATHAWAY**
HomeServices

NEWS RELEASE



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FOR IMMEDIATE RELEASE

Prudential Preferred, REALTORS® Family of Companies Joins Berkshire Hathaway HomeServices

Prudential Preferred, REALTORS® now operates as Berkshire Hathaway HomeServices Michigan Real Estate; its Prudential One Realty brokerage becomes Berkshire Hathaway HomeServices Northern Indiana Real Estate

Grand Rapids, MI (Feb. 18, 2014) – Berkshire Hathaway HomeServices, the new real estate brokerage network operated by HSF Affiliates LLC, today announced that the Prudential Preferred, REALTORS® family of companies has joined the network and is operating as Berkshire Hathaway HomeServices Michigan Real Estate. The company's One Realty brokerage also joined the network going forward as Berkshire Hathaway HomeServices Northern Indiana Real Estate.

The full-service brokerage enjoys a strong presence in Grand Rapids and Southwest Michigan, Northern Michigan, Eastern Michigan, Saginaw and Bay City and Northern Indiana. It is the next in a fast-growing roster of affiliates now operating in 30 states with more than 23,000 agents and 600 offices.

"This is a defining moment for our brokerage family and our industry," said Steve Fase, broker/owner and CEO. "We are excited to join and represent Berkshire Hathaway HomeServices, a brand inspired by the world's most respected corporation, according *Barron's*. This brand is fresh and new, and breathes new life into residential real estate."

Fase said the brand will help Michigan Real Estate and Northern Indiana Real Estate achieve its growth aspirations. "We believe homebuyers and sellers will embrace Berkshire Hathaway HomeServices, as the brand is built on a foundation of integrity, stability and longevity. "Likewise, top agents will want to represent a brand whose namesake is Warren Buffett's Berkshire Hathaway. The brand will be a real door-opener for us."

Fase and his management team will introduce the brand and unveil new Cabernet and Cream yard signs during agent events in Grand Blanc, Grand Rapids and Kalamazoo, MI; and in Bristol, IN. He will discuss how the brand will help his brokerage family grow, recruit and better serve clients, and how it will change the face of real estate in Michigan and Northern Indiana.

HSF Affiliates LLC CEO Earl Lee, who will attend the Kalamazoo event, said he's proud to welcome Fase and his brokerage family to Berkshire Hathaway HomeServices. "Michigan Real Estate and Northern Indiana Real Estate set the standards of quality and service in their markets," Lee explained. "They are

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ideal representatives of Berkshire Hathaway HomeServices.”

As part of the transition, Michigan Real Estate and Northern Indiana Real Estate associates gain access to a robust real estate technology platform, ongoing business consultation and professional education, marketing support and more.

The brokerage family’s Cabernet and Cream yard signs will begin appearing throughout its 37 markets starting today.

About Berkshire Hathaway HomeServices Michigan Real Estate

Berkshire Hathaway HomeServices Michigan Real Estate was founded in 1953 and remains independently owned and operated. The brokerage family operates in 37 markets with nearly 600 sales professionals. Visit www.bhhsmi.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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