



**BERKSHIRE  
HATHAWAY**  
HomeServices

# NEWS RELEASE



18500 Von Karman Avenue, Suite 400  
Irvine, CA 92612

**FOR IMMEDIATE RELEASE**

## **Prudential Starck, Realtors® Family of Companies Joins Berkshire Hathaway HomeServices Real Estate Brokerage Network**

*Prudential Starck, REALTORS®, with its First Realty and Harding & Starck brokerages, now operates as Berkshire Hathaway HomeServices Starck Real Estate. Prudential Crosby Starck Real Estate becomes Berkshire Hathaway HomeServices Crosby Starck Real Estate*

**PALATINE, IL (April 9, 2014)** – Berkshire Hathaway HomeServices, the new real estate brokerage network operated by HSF Affiliates LLC, today announced that the Prudential Starck, Realtors® family of companies – including First Realty and Harding & Starck brokerages – has joined the network operating as Berkshire Hathaway HomeServices Starck Real Estate. The family’s Prudential Crosby Starck Real Estate brokerage also joined the network as Berkshire Hathaway HomeServices Crosby Starck Real Estate serving Belvidere and Rockford.

Starck Real Estate, led by Owner Andy Starck, enjoys a strong presence in Chicago’s northwest suburbs generating more than 3,800 transaction sides in 2013. It is the next in a fast-growing roster of Berkshire Hathaway HomeServices affiliates now operating in 37 states with nearly 28,000 agents and 750 offices.

“This is a defining moment for our brokerage family,” said Starck. “The storied Berkshire Hathaway name stands for strength, stability, integrity and longevity, and is respected worldwide. We now have the honor of representing Berkshire Hathaway HomeServices in real estate, which gives additional distinction in the marketplace.”

Starck, his leadership team and agents today celebrated the brand launch during an event at the Stonegate Banquet and Conference Center in Hoffman Estates. Officers discussed the company’s competitive advantages and growth prospects under the new brand. Berkshire Hathaway HomeServices President Stephen Phillips joined the contingent and welcomed Starck Real Estate to the network. “One of region’s top companies just took its business to a new level,” Phillips said. “It’s going to be great watching Starck Real Estate extend its reach and prosper as a member of the Berkshire Hathaway HomeServices network.”

Aaron Starck, the brokerage family’s managing broker, chief information officer and third-generation broker, added: “I truly believe there is magic in the Berkshire Hathaway HomeServices brand. It carries with it an enormous responsibility to live up to the quality, trust and integrity that our namesake conveys to the marketplace. Fortunately, we share the same values, and we’re ready to accept the

--more--

## 2-2-2

responsibility.”

Through their new affiliation, Starck Real Estate and Crosby Starck Real Estate associates gain access to a powerful real estate technology platform, ongoing business consultation, professional education, marketing support and the Luxury Collection program that adds distinction to high-end listings.

Starck Real Estate’s and Crosby Starck Real Estate’s new Cabernet and Cream yard signs will begin appearing throughout the Chicago suburbs today.

### **About the Berkshire Hathaway HomeServices Starck Real Estate Brokerage Family**

Starck Real Estate is a full-service brokerage family with 13 offices and nearly 400 agents serving all of northern Illinois including in Boone, Cook, DeKalb, DuPage, Kane, Lake, McHenry, Winnebago, Northern Will and Northeast Kendall counties. The Palatine-based company, founded in 1960, is independently owned and operated. Visit [www.starckrealtors.com](http://www.starckrealtors.com).

### **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 26<sup>th</sup> annual Harris Poll EquiTrend® study of the largest real estate networks. 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.

Prudential, the Prudential logo and the Rock symbol are service marks of Prudential Financial, Inc. and its related entities, and are used under license with no other affiliation with Prudential.

#### **Media Contacts:**

Kevin Ostler

949-794-7980

[kevinostler@hsfranchise.com](mailto:kevinostler@hsfranchise.com)

Marisa Mulqueen

212-704-8112

[marisa.mulqueen@edelman.com](mailto:marisa.mulqueen@edelman.com)

###