



**BERKSHIRE
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HomeServices

NEWS RELEASE



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FOR IMMEDIATE RELEASE

Prudential Texas Realty Joins Berkshire Hathaway HomeServices Real Estate Brokerage Network

Austin brokerage leader launches new era as Berkshire Hathaway HomeServices Texas Realty

AUSTIN, TX (Jan. 14, 2014) – Berkshire Hathaway HomeServices, the new real estate brokerage network operated by HSF Affiliates LLC, today announced that Prudential Texas Realty has joined the network and now operates as Berkshire Hathaway HomeServices Texas Realty.

The brokerage, a leader in greater Austin’s percolating residential real estate market, is the next in a growing roster of affiliates that have joined the network since September. Berkshire Hathaway HomeServices now accounts for more than 22,000 agents and nearly 600 offices in 26 states.

“We are elated to launch our new era as a part of Berkshire Hathaway HomeServices, a real estate brand inspired by the world’s most respected company, according to *Barron’s*,” said Dede Jenkins, Berkshire Hathaway HomeServices Texas Realty broker/owner. “We are the same great company we’ve been for years, and now we represent the most exciting brand in real estate.”

Added Rick Jenkins, broker/owner and chief financial officer: “Our new brand is a true ‘door opener,’” he said. “We believe clients of all types will embrace the brand, and the area’s top agents will want to represent it. Berkshire Hathaway HomeServices fits nicely into our growth plans.”

Dede Jenkins and Rick Jenkins today commemorated the brand during an agent meeting at the brokerage’s Austin headquarters. With the transition, Texas Realty associates gain access to a robust real estate technology platform, ongoing business consultation, professional education, marketing support and more.

Earl Lee, CEO of HSF Affiliates LLC, said Texas Realty associates are ideal ambassadors of the Berkshire Hathaway HomeServices brand. “Dede, Rick and the team have a sterling reputation in the Austin marketplace,” Lee explained. “We’re proud they’ve joined our real estate brokerage network.”

Texas Realty remains an independently owned and operated company. Its new Cabernet and Cream yard signs will begin appearing throughout greater Austin today.

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About Berkshire Hathaway HomeServices Texas Realty

Berkshire Hathaway HomeServices Texas Realty operates in greater Austin with nine offices and 120 sales professionals. It conducts business with the highest regard for ethics, fair housing practices and a fundamental belief in the right to own real property. Visit www.bhhstxrealty.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.

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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