



**BERKSHIRE
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HomeServices

NEWS RELEASE



18500 Von Karman Avenue, Suite 400
Irvine, CA 92612

FOR IMMEDIATE RELEASE

Prudential Troth, REALTORS® Joins Berkshire Hathaway HomeServices Real Estate Brokerage Network

Lancaster-area brokerage starts new era as Berkshire Hathaway HomeServices Troth, REALTORS®

LANCASTER, CA (Feb. 27, 2014) – Berkshire Hathaway HomeServices, the new real estate brokerage network operated by HSF Affiliates LLC, today announced that Prudential Troth, REALTORS® has joined the network and is operating as Berkshire Hathaway HomeServices Troth, REALTORS®.

The full-service brokerage, based in Lancaster and founded in 1957, is the next in 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.

“We are proud to join and represent Berkshire Hathaway HomeServices, a brand inspired by Warren Buffett’s Berkshire Hathaway Inc., the world’s most respected corporation according to *Barron’s*,” said Broker/Owner Mark Troth. “The brand is fresh and exciting, and will resonate well with clients in all our markets. As important, Berkshire Hathaway HomeServices will help our sales professionals gain even more distinction in our Antelope Valley marketplace.”

Owner Debbie Anderson said Berkshire Hathaway HomeServices is an ideal fit for Troth, REALTORS®. “The brand reflects Berkshire Hathaway’s values of trust, integrity, stability and longevity, and we live these values every day,” she said. “The same great company just took its business to the next level with Berkshire Hathaway HomeServices.”

Don Anderson, broker/owner, said the brand will help Troth, REALTORS® grow and recruit. “We believe homebuyers and sellers will be looking for our distinctive Berkshire Hathaway HomeServices yard signs as symbols of quality,” he explained. “Top agents will want to represent a brand whose namesake is the world-renowned Berkshire Hathaway.”

Troth, REALTORS® officers will commemorate their brand transition Feb. 28 during an event for agent and local dignitaries at its corporate headquarters. Earl Lee, CEO of HSF Affiliates, will attend the event to welcome associates to the brand. “Troth, REALTORS® has been the gold standard in Antelope Valley real estate for decades,” he said. “We’re pleased to welcome Mark, Debbie, Don and the entire

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team to our Berkshire Hathaway HomeServices brand.”

As part of the network, Troth, REALTORS® agents gain access to a robust real estate technology platform, ongoing business consultation, professional education, marketing support and more.

The brokerage’s new Cabernet and Cream yard signs will begin appearing throughout the Antelope Valley today.

About Berkshire Hathaway HomeServices Troth, REALTORS®

Lancaster-based Berkshire Hathaway HomeServices Troth, REALTORS® is a full-service brokerage serving the Antelope Valley. The brokerage, founded in 1957, believes that honesty, trust and integrity are the foundation of any business relationship. Visit www.BHHTroth.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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Media Contacts:

Kevin Ostler

949-794-7980

kevinostler@hsfranchise.com

Marisa Mulqueen

212-704-8112

marisa.mulqueen@edelman.com

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