



**BERKSHIRE  
HATHAWAY**  
HomeServices

# NEWS RELEASE



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**FOR IMMEDIATE RELEASE**

## **Prudential Real Estate of the Rockies Joins Berkshire Hathaway HomeServices Real Estate Brokerage Network**

*Denver-based brokerage steps into new era as  
Berkshire Hathaway HomeServices Real Estate of the Rockies*

**DENVER, CO (Nov. 20, 2013)** – Berkshire Hathaway HomeServices, the new real estate brokerage network operated by HSF Affiliates LLC, today announced that Prudential Real Estate of the Rockies is now operating as Berkshire Hathaway HomeServices Real Estate of the Rockies. The company, a brokerage leader in greater Denver, is among the first to transition to the new brand following affiliate launches in California, Connecticut, Colorado, Florida, Iowa, Missouri, North Carolina, Oregon, Pennsylvania, Texas, West Virginia and Washington.

“This is a monumental brand opportunity we could never pass up,” said David Binkowski, broker/owner, Real Estate of the Rockies, explaining why he chose the Berkshire Hathaway HomeServices real estate network. “The power of a brand inspired by Berkshire Hathaway Inc., the world’s most respected company according to Barron’s, is simply unmatched in real estate.”

Binkowski and his management team unveiled the new brand yesterday during a presentation to agents, employees and guests at the Arvada Center for the Arts and Humanities in Arvada, CO. Binkowski shared his vision for his company under the new brand. “Real estate is moving forward in Colorado and the time is right for a brand built on trust, integrity, stability and longevity,” he explained. “We are proud to represent Berkshire Hathaway HomeServices in our markets and expect years of growth as a result.”

Earl Lee, CEO of HSF Affiliates LLC, said the brand will also benefit recruiting efforts. “Berkshire Hathaway HomeServices will appeal to clients in all market segments and with the region’s top sales professionals,” Lee said. “The combination of an elite brokerage like Real Estate of the Rockies and a world-class brand has wonderful possibilities.”

With the transition, Real Estate of the Rockies associates gain access to a robust real estate technology platform, ongoing business consultation, professional education, marketing support and more.

The company’s new “Cabernet and Cream” yard signs will begin appearing throughout greater Denver starting today.

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### **About Berkshire Hathaway HomeServices Real Estate of the Rockies**

Berkshire Hathaway HomeServices Real Estate of the Rockies operates throughout the Denver Metro area plus Boulder, Lafayette, Longmont and Superior. The company offers residential and commercial property sales, property management, property staging and relocation services.

### **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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