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HomeServices

NEWS RELEASE



18500 Von Karman Avenue, Suite 400
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FOR IMMEDIATE RELEASE

Rise Real Estate, Inc. to Join the Berkshire Hathaway HomeServices Real Estate Brokerage Network

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*Huntsville-based independent brokerage will operate as
Berkshire Hathaway HomeServices Rise Real Estate starting Feb. 8*

HUNTSVILLE, AL (Dec. 12, 2016) – Berkshire Hathaway HomeServices, part of the HSF Affiliates LLC family of real estate brokerage franchise networks, today announced that independent brokerage Rise Real Estate, Inc. will join the network Feb. 8 and operate as Berkshire Hathaway HomeServices Rise Real Estate.

The brokerage, founded in 1983, is among North Alabama’s largest real estate companies serving greater Huntsville and all of Madison County. Berkshire Hathaway HomeServices is America’s fastest-growing real estate brokerage network with more than 42,300 agents and 1,250 offices admitted to the brand since its founding in September 2013.

“We are proud to bring the Berkshire Hathaway HomeServices brand to North Alabama,” said Broker/Owner Tommy Adams. “The network has grown wonderfully in such a short time and is well-respected across America. Furthermore, it bears the name of one of the world’s most trusted and respected corporations – Berkshire Hathaway Inc. – and that’s good company to keep.”

Associate Broker Anne Adams-Bourque said the affiliation represents a jumping off point for her brokerage. “Our team holds a strong position in a market that will grow for years thanks to its ties in aerospace, technology and other industries,” she explained. “Soon, we’ll add a powerful brand with the most compelling value proposition. The future couldn’t be brighter for our agents and clients.”

With their transition, Rise Real Estate agents will gain access to Berkshire Hathaway HomeServices’ Global Network Platform, a powerful tool suite focusing on lead generation, marketing support, social media, video production/distribution and more. Beyond technology, the brand provides national and international marketing support, professional education and the exclusive Luxury Collection for high-end listings.

“Technology is a key differentiator and we’re providing our agents with what we feel is the finest tool suite in real estate,” said Brokerage Owner Jimmie Adams. “The Global Network Platform and its components help agents operate with great efficiency. That means even better service for Rise Real

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Estate clients.”

Gino Blefari, Berkshire Hathaway HomeServices CEO, applauded the brokerage’s upcoming transition. “Tommy, Jimmie, Anne and the team are true professionals who are respected throughout their marketplace,” he said. “We’re elated to welcome them to Berkshire Hathaway HomeServices.”

About Berkshire Hathaway HomeServices Rise Real Estate

Rise Real Estate is a full-service, independently owned and operated real estate brokerage serving greater Huntsville and all of Madison County.

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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