



**BERKSHIRE  
HATHAWAY**  
HomeServices

# NEWS RELEASE



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**FOR IMMEDIATE RELEASE**

## **St. Louis-Area Real Estate Brokerages to Join Berkshire Hathaway HomeServices this Week**

*Three respected companies give the network a stronghold locally*

**ST. LOUIS, MO (June 16, 2014)** – Berkshire Hathaway HomeServices, the real estate brokerage network operated by HSF Affiliates LLC, today announced that three local brokerages will join the network this week. They include Prudential Alliance, REALTORS<sup>®</sup>, which will operate as Berkshire Hathaway HomeServices Alliance Real Estate; Prudential Select Properties, which transitions as Berkshire Hathaway HomeServices Select Properties; and Prudential Advantage, REALTORS<sup>®</sup>, which goes forward as Berkshire Hathaway HomeServices Advantage, REALTORS<sup>®</sup>.

Collectively, these independently owned companies add nearly 1,000 agents and 21 offices to the Berkshire Hathaway HomeServices network. The network since its September 2013 launch has grown to more than 29,000 agents and 825 offices operating in 39 states.

“We are proud and elated to join forces with Berkshire Hathaway HomeServices, a brand inspired by the world-renowned Berkshire Hathaway Inc.,” said Alliance Real Estate Broker/Owner Andrea Lawrence. “The brand reflects Berkshire Hathaway’s values of trust, integrity, stability and longevity, which complements the values and strong tradition of Alliance Real Estate and our dedicated agents. We look forward to introducing St. Louis homeowners to Berkshire Hathaway HomeServices.”

Added Maryann Vitale Alles, president and CEO of Select Properties: “The St. Louis real estate market is bouncing back, and St. Louisans are looking for quality representation and high-caliber service for their real estate needs,” she explained. “The combination of Berkshire Hathaway HomeServices and our strong, established company will resonate well in the region.”

Advantage, REALTORS<sup>®</sup> Broker/Owner Sonny Brockman said the brand will help her brokerage grow and recruit top agents. “We believe consumers will want to do business with Berkshire Hathaway HomeServices, whose namesake is the world’s most respected corporation according to Barron’s,” she said. “Likewise, agents looking for a brand that is fresh, intelligent and synonymous with quality should look no further than Berkshire Hathaway HomeServices.”

With their transition, the brokerages gain access to Berkshire Hathaway HomeServices’ powerful Global Network Platform – a suite of online tools, applications and services – plus ongoing business consultation, professional education and marketing support. Consumers will appreciate the brokerages’ new and interactive websites, which offer a wealth of real estate information including a highly accurate home-valuation tool, neighborhood data, drive-time assessment and more.

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Each brokerage will commemorate their transition this week with ribbon-cutting ceremonies and agent events. Their new Cabernet and Cream yards signs can be seen throughout greater St. Louis starting tomorrow.

HSF Affiliates CEO Earl Lee, who will be in St. Louis this week to participate in affiliate transition events, welcomed the brokerages to Berkshire Hathaway HomeServices. "Alliance Real Estate, Select Properties and Advantage, REALTORS® are outstanding companies with fine reputations for expertise and customer care," he said. "Our brand is well represented in greater St. Louis."

### **About Berkshire Hathaway HomeServices Alliance Real Estate**

Alliance Real Estate is a full-service real estate brokerage with eight strategic locations servicing the entire St. Louis metropolitan area, including the counties of St. Charles, Jefferson, Franklin, Lincoln and Montgomery. Visit [www.bhhsall.com](http://www.bhhsall.com).

### **About Berkshire Hathaway HomeServices Select Properties**

Select Properties operates 11 offices in St. Louis and St. Charles and throughout St. Louis, Jefferson and Lincoln counties. Visit the full-service brokerage at [www.bhhsselectstl.com](http://www.bhhsselectstl.com).

### **About Berkshire Hathaway HomeServices Advantage, REALTORS®**

Advantage, REALTORS® services greater St. Louis with two offices. Visit [www.bhhsadv.com](http://www.bhhsadv.com) starting tomorrow.

### **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 26th 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.

Berkshire Hathaway HomeServices received the highest numerical Equity Score among real estate brands included in the 2014 Harris Poll EquiTrend® Study. Visit [www.berkshirehathawayhs.com](http://www.berkshirehathawayhs.com) for details.

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