



**BERKSHIRE  
HATHAWAY**  
HomeServices

# NEWS RELEASE



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**FOR IMMEDIATE RELEASE**

## **The Loft Warehouse Joins Berkshire Hathaway HomeServices Real Estate Brokerage Network**

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*Detroit-based brokerage now operates as Berkshire Hathaway HomeServices The Loft Warehouse*

**DETROIT, MI (Sept. 19, 2017)** – Berkshire Hathaway HomeServices, part of the HSF Affiliates LLC family of real estate brokerage franchise networks, today announced that The Loft Warehouse has joined the network operating as Berkshire Hathaway HomeServices The Loft Warehouse.

The full-service residential and commercial brokerage represents properties exclusively in Detroit, and is the network's first franchisee based there. It is a leader in luxury living within the city of Detroit, with a strong emphasis on upscale lofts and condominiums as well as residential-development support services. Berkshire Hathaway HomeServices remains one of America's fastest-growing brokerage networks with nearly 43,500 agents and 1,320 offices named to the brand since its 2013 launch. The brand, which carries the name of Warren Buffett's Berkshire Hathaway Inc., was just recognized for "Highest Overall Satisfaction for Repeat Home Sellers Among National Full Service Real Estate Firms" in J.D. Power's 2017 Home Buyer/Seller Satisfaction Study.

"We are excited about our relationship with Berkshire Hathaway HomeServices," said Jerome Huez, president of The Loft Warehouse. "With the global reach of the brand, we will be able to market our exclusive Detroit listings to people all over the world and attract developers to invest in our city."

Sabra Sanzotta, brokerage owner, said the brand's broad appeal will help The Loft Warehouse grow in additional market sectors. "We want to add business in Detroit's upscale residential neighborhoods of historic homes and estates," Sanzotta explained. "The brand is wonderfully suited for that niche and so many others, and we expect to grow."

The Loft Warehouse holds a 25% share of Detroit's condo market. The brokerage's total inventory includes more than 250 homes for sale, comprised of condos, lofts and single-family homes. Properties include the Fort Shelby Residences and the Westin Book Cadillac Residences downtown; The Selden and Willys Overland Lofts in midtown; Harbortown in Rivertown; and the Saint Charles Residences in Islandview featuring 25 units that will be delivered in Spring 2018.

Huez said one-third of brokerage clients come from outside of Michigan, drawn to Detroit by housing affordability and accessibility. "Buyers today are demanding units that are move-in ready with high-end

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finishes,” Huez said. “Our knowledge of the market and our work with the developers who are building new homes and updating historical buildings help us stand apart from other real estate companies.”

With their transition, The Loft Warehouse agents 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. The brand also provides national and international marketing support, professional education and the exclusive Luxury Collection for high-end listings.

“From our perspective, the future looks incredibly bright as we continue showcasing the ultimate Detroit living experience,” Sanzotta said.

“Berkshire Hathaway HomeServices recognizes the strong potential of Detroit’s real estate market,” said Gino Blefari, president and CEO of Berkshire Hathaway HomeServices. “We are proud to expand in Detroit with such fine operators as Jerome, Sabra and their team.”

### **About Berkshire Hathaway HomeServices The Loft Warehouse**

The Loft Warehouse is a full-service residential and commercial brokerage and property management company representing properties exclusively in Detroit. Founded in 2006, its brokers and agents work with buyers and developers in purchasing and marketing upscale listings. Visit [www.TheLoftWarehouse.com](http://www.TheLoftWarehouse.com) for details.

### **About Berkshire Hathaway HomeServices**

Berkshire Hathaway HomeServices, based in Irvine, CA, is a 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](http://www.berkshirehathawayhs.com).

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