



**BERKSHIRE  
HATHAWAY**  
HomeServices

# NEWS RELEASE



18500 Von Karman Avenue, Suite 400  
Irvine, CA 92612

**FOR IMMEDIATE RELEASE**

## **Dallas/Fort Worth-Area's Leading Real Estate Team Joins Berkshire Hathaway HomeServices PenFed Realty Texas** **[#GoodToKnow](#)**

*Russell Rhodes and The Rhodes Team arrive with a strong service ethic, powerful production history*

**DALLAS/FORT WORTH, TEXAS/RESTON, VA (Nov. 1, 2016)** – Berkshire Hathaway HomeServices and Berkshire Hathaway HomeServices PenFed Realty today announced that The Rhodes Team, a production and service leader in Dallas/Fort Worth real estate, has joined PenFed Realty Texas.

The Rhodes Team, led by Broker Associate Russell Rhodes, has been among the top-producing real estate teams in the Dallas/Fort Worth Metroplex since 2012, according to data compiled by REAL Trends and *The Wall Street Journal*. It is the only group to place among Keller Williams Realty's Top 5 teams worldwide for sales volume during each of past 10 years. Additionally, The Rhodes Team ranked 47<sup>th</sup> for transactions and 50<sup>th</sup> for sales volume across the entire U.S. real estate industry as measured in REAL Trends' 2016 study of top teams and agents.

"We are delighted that Russell and his exceptional team now represent Berkshire Hathaway HomeServices PenFed Realty Texas in the Dallas/Fort Worth Metroplex," said Rick Wylie, brokerage president. "The Rhodes Team is a production powerhouse with a stellar reputation for client service earned over many years."

Rhodes said the Berkshire Hathaway HomeServices brand, combined with the strong, local presence of PenFed Realty Texas, will help his team grow and serve more of the area's real estate consumers.

"We've been watching the Berkshire Hathaway HomeServices brand and are impressed by its business principles and core values, which are closely aligned with our own," he explained. "At the same time, PenFed Realty's growth has been phenomenal and we want to be a part of it."

PenFed Realty's ownership – Tysons, VA-based PenFed Credit Union – also attracted Rhodes with its focus on the U.S. military and military veterans. "The military is huge for me; I feel indebted to the men and women serving in our military branches," he said. "I am proud to join an organization with such a meaningful mission."

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Rhodes entered real estate in 2001 and formed his team shortly thereafter. The Rhodes Team quickly ascended industry ranks with an unwavering focus on customer satisfaction. That satisfaction starts with Rhodes, who operates by the Golden Rule of treating others as you would want to be treated. “I treat my agents with the utmost respect and care, and my agents do the same for their home-buying and selling clients,” he said. “We don’t rest until we’ve met our clients’ expectations.”

Client satisfaction is reflected in the team’s production totals. The Rhodes Team generated nearly \$196 million in sales volume in 2015, 61% of which was attributed to repeat customers and client referrals. “We’re in business to represent the needs and best interests of each and every client,” Rhodes said. “This is how we create long-term client relationships – we want our customers for life.”

The Rhodes Team operates with 15 agents and 12 administrators at 3624 Long Prairie Road, Suite 100, in Flower Mound, Texas. Visit [www.rhodesteam.com](http://www.rhodesteam.com).

“We congratulate PenFed Realty Texas and The Rhodes Team on their exciting union,” said Gino Blefari, CEO of Berkshire Hathaway HomeServices. “We look forward to supporting them and their continued success in the years ahead.”

### **About Berkshire Hathaway HomeServices PenFed Realty**

Berkshire Hathaway HomeServices PenFed Realty is a full-service real estate company with annual sales volume of \$3.8 billion with 1,700 sales agents and 50+ offices providing complete real estate services nationwide. PenFed Realty is a wholly owned subsidiary of PenFed Credit Union (PenFed). PenFed is a financial institution with \$20 billion in assets and more than 1.5 million members. PenFed Realty is also a member of the Berkshire Hathaway HomeServices brokerage network, operated by HSF Affiliates LLC. Visit PenFed Realty at [www.PenFedRealty.com](http://www.PenFedRealty.com); see PenFed Realty Texas at <http://WeKnowTX.com>.

### **About Berkshire Hathaway HomeServices**

Berkshire Hathaway HomeServices, based in Irvine, CA, is a real estate brokerage franchise 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).

Irvine, CA-based HSF Affiliates LLC operates the 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](mailto:kevinostler@hsfranchise.com)

Sue Cushing  
(571) 926-7424  
[sue.cushing@PenFedRealty.com](mailto:sue.cushing@PenFedRealty.com)