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Bay Street Realty Group Joins Berkshire Hathaway HomeServices

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Beaufort Brokerage Leader Now Operates as Berkshire Hathaway HomeServices Bay Street Realty Group

BEAUFORT, SC (March 13, 2018) – Berkshire Hathaway HomeServices, part of the HSF Affiliates LLC family of real estate brokerage franchise networks, today announced independent brokerage Bay Street Realty Group has joined the network operating as Berkshire Hathaway HomeServices Bay Street Realty Group.

The full-service brokerage, serving greater Beaufort and the Sea Islands, remains independently owned and operated. It is a market leader in South Carolina’s Lowcountry and the region’s go-to source for residential, commercial and development real estate services. Berkshire Hathaway HomeServices remains one of America’s fastest-growing real estate brokerage networks with nearly 45,500 agents and 1,350 offices named to the brand since its September 2013 launch.

“We are thrilled to bring the Berkshire Hathaway HomeServices brand to Beaufort and the Sea Islands,” said Brokerage Owner Ken Willis. “The brand is fresh, progressive and ideally suited for our coastal communities. Its namesake is Warren Buffett’s Berkshire Hathaway Inc., and it’s built on Berkshire Hathaway’s core values of trust, integrity, stability and longevity. We believe consumers throughout the Lowcountry will appreciate these virtues and embrace the Berkshire Hathaway HomeServices brand.”

Willis plans to double his agent count over the next two years and extend the brokerage’s reach to neighboring markets. He said the Berkshire Hathaway HomeServices brand will help his team recruit. “We think seasoned agents in the area will want to take their businesses to new heights representing Berkshire Hathaway HomeServices Bay Street Realty Group. As important, the brand, which builds its strategies and programs with input from its leading millennial agents, will appeal to sharp, younger professionals.”

With their affiliation, Bay Street Realty Group agents gain access to the network’s Global Network Platform, a powerful real estate tool suite that supercharges lead generation, marketing support, social media, video production/distribution and more. The brand also provides international listing syndication, professional education and the exclusive Luxury Collection marketing program for high-end listings.

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“The brand’s real estate tools and resources are second to none and will help our agents be their very best for clients,” said Brokerage Owner Will Thurman. “Since Beaufort and the Sea Islands are becoming a popular destination for foreign travelers and investors, we’re particularly excited about Berkshire Hathaway HomeServices’ global listing syndication program. Our listings will appear monthly before more than 12 million additional consumers abroad.”

Both Willis and Thurman are eager to begin a new era with Berkshire Hathaway HomeServices. “Our agents are pumped up, the market is percolating -- buoyed by our strong, local economy -- and Bay Street Realty Group is positioned to grow for years to come.”

Gino Blefari, president and CEO of Berkshire Hathaway HomeServices, applauded the brokerage’s transition. “Bay Street Realty Group is highly respected in the marketplace and led by skilled operators. We’re proud to welcome this group to our network family.”

About Berkshire Hathaway HomeServices Bay Street Realty Group

Bay Street Realty Group is a full-service real estate company dedicated to providing the highest level of services to clients from three local offices – Downtown Bay Street, Coosaw Point and Harbor Island. It is the only real estate company covering Beaufort and the Sea Islands. Visit www.baystreetrealtygroup.com.

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. The brand 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. Visit www.berkshirehathawayhs.com.

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