



NEWS RELEASE



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J Douglas Properties Joins Berkshire Hathaway HomeServices

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Startup brokerage with more than 30 agents hits the ground running in Chattanooga

CHATTANOOGA, TN (May 30, 2018) – Berkshire Hathaway HomeServices, part of the HSF Affiliates LLC family of real estate brokerage franchise networks, today announced that startup brokerage J Douglas Properties has joined the network operating as Berkshire Hathaway HomeServices J Douglas Properties.

The brokerage is led by local real estate veteran Doug Edrington and includes Edrington’s mother Grace Edrington, a top-producing agent; and father George Edrington, broker of record. The Edrington Team has been a perennial production leader in the Berkshire Hathaway HomeServices network, placing seventh overall in transaction count and 21st in gross commission income in 2017.

“The Edrington Team progressed to a point where we wanted to become a brokerage,” said Doug Edrington. “We looked at all the national franchise options and chose Berkshire Hathaway HomeServices. The brand is strong and respected – carrying the name of Warren Buffett’s Berkshire Hathaway Inc. – and provides us with what we believe are the best tools and resources in the business. We have everything we need to go forward.”

Edrington said J Douglas Properties will grow quickly, estimating his agent count near 100 by year’s end. “We’re looking for top talent – those who are good and want to constantly develop and improve,” Doug Edrington said. “Our culture is competitive and nurturing. If you want to be the best for your clients, we’ll help you get there.”

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

Edrington described his brokerage as a “marketing company first” and a group that encourages the formation of agent teams. J Douglas Properties will emphasize digital marketing of its services and property listings with abundant video support. In fact, the brokerage is producing the “J Douglas Show,” a video series examining local real estate trends and client service, for digital release starting in June. As for

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its emphasis on teams, “Nobody makes it to the top alone and no one is an expert at everything,” Doug Edrington explained. “Surround yourself with quality professionals – those who have a vested interest in you and care about you – and you’re on your way to extended success.”

J Douglas Properties will commemorate its brand transition in July with an open-house celebration at its new headquarters in the hip building across from the Coolidge Park entrance, at 100 Tremont St., Chattonooga. The office includes 12,000 square feet, a rooftop patio and ample open space for collaboration with clients. The brokerage’s Cabernet and Cream yard signs are now appearing in the marketplace.

Gino Blefari, president and CEO of Berkshire Hathaway HomeServices, welcomed J Douglas Properties to the network. “Doug Edrington and his team are passionate about real estate, professionalism and service excellence,” he said. “They will represent our brand well in the marketplace.”

About Berkshire Hathaway HomeServices J Douglas Properties

J Douglas Properties is a full-service real estate brokerage built on a foundation of trust and service. Visit www.jdouglasproperties.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. The brand was just recognized as Real Estate Agency Brand of Year in the 2018 Harris Poll EquiTrend Study, and 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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