



NEWS RELEASE



FOR IMMEDIATE RELEASE

Silverhawk Realty Joins Berkshire Hathaway HomeServices

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*Boise-Area Brokerage Leader Now Operates as Berkshire Hathaway HomeServices Silverhawk Realty;
Remains Independently Owned and Operated*

BOISE VALLEY, ID (Jan. 23, 2018) – Berkshire Hathaway HomeServices, part of the HSF Affiliates LLC family of real estate brokerage franchise networks, today announced independent brokerage Silverhawk Realty has joined the network operating as Berkshire Hathaway HomeServices Silverhawk Realty.

The full-service brokerage, founded in 2001, remains independently owned and operated. Silverhawk Realty is a market leader in new home construction sales and with extensive experience in residential, commercial, farm and ranch, vacant lots and development land. Berkshire Hathaway HomeServices remains one of America’s fastest-growing real estate brokerage networks with nearly 44,000 agents and 1,350 offices named to the brand since its September 2013 launch.

“We’ve joined forces with America’s finest real estate brokerage network,” said Brokerage Owner Tracy Kasper, a 25-year veteran of local real estate. “For us, reputation is first and Berkshire Hathaway HomeServices’ reputation is second to none. The network carries the name of Warren Buffett’s Berkshire Hathaway Inc., and shares its core values of Trust, Integrity, Stability and Longevity. This means strength and credibility to us; we’re proud to be part of the brand.”

Kasper said the brand will help Silverhawk Realty grow market share and continue to recruit top professionals. She expects to more than double the size of her sales team during the next two years. “We have a terrific story at Silverhawk Realty,” she said. “Our brokerage is well-respected for client care throughout the Treasure Valley and our agents are professional and well-trained. Now we add a powerful brand name with international reach. We believe local real estate consumers and agents alike will want to be a part of our story.”

Area Manager Sam Huff said the network enables Silverhawk Realty to make quantum leaps in real estate technology, marketing and professional development. Berkshire Hathaway HomeServices offers a powerful real estate tool suite – the Global Network Platform – that supercharges lead generation, marketing support, social media, video production/distribution and more. It provides national and international marketing support, professional education and the exclusive Luxury Collection marketing program for high-end listings.

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“We couldn’t just go out and buy the tools, resources and support our team gains immediately as a member of Berkshire Hathaway HomeServices,” Huff explained. “The upshot is our area’s top real estate professionals now have access to the industry’s best resources and professional support.”

The announcement comes at an ideal time for the brokerage and its percolating local real estate market. “Boise and the Treasure Valley are poised for years of growth and make just about every Top-10 list for quality of life and affordability,” Kasper explained. “Companies of all types are flocking to the region for its favorable business climate and skilled, educated labor force. With the region’s population expect to grow by at least a third over the next eight years, Berkshire Hathaway HomeServices Silverhawk Realty is ready to grow in lock step.”

Gino Blefari, president and CEO of HSF Affiliates, welcomed Silverhawk Realty to the network. “Tracy, Sam and the team are fantastic operators who bring passion to real estate,” he said. “We are proud they will represent Berkshire Hathaway HomeServices in the region.”

Silverhawk Realty’s new Cabernet and White yard signs will begin appearing in the marketplace this week.

About Berkshire Hathaway HomeServices Silverhawk Realty

Silverhawk Realty is a full-service real estate brokerage with offices in Caldwell, Fruitland, Meridian, Parma and in Ontario, OR.

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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