



**BERKSHIRE
HATHAWAY**
HomeServices

NEWS RELEASE



18500 Von Karman Avenue, Suite 400
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FOR IMMEDIATE RELEASE

Real Property Advisors, LLC joins Berkshire Hathaway HomeServices Real Estate Brokerage Network

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*Greensboro-based independent brokerage now operates as Berkshire Hathaway HomeServices RPA Realty;
remains independently owned and operated*

GREENSBORO, GA (Oct. 26, 2017) – Berkshire Hathaway HomeServices, part of the HSF Affiliates LLC family of real estate brokerage franchise networks, today announced independent brokerage Real Property Advisors, LLC has joined the network as Berkshire Hathaway HomeServices RPA Realty.

The full-service brokerage stands apart for expertise and client care in the upscale markets of Lake Oconee and Lake Sinclair, and neighboring areas. Its work in new-home, custom-home and semi-custom-home sales provides it additional distinction throughout the marketplace.

Berkshire Hathaway HomeServices remains one of America’s fastest-growing brokerage networks with more than 43,500 agents and 1,325 offices named to the brand since its 2013 launch. 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.

“We want to grow our brokerage operation and determined the best way to accomplish that objective was to align with a premium brand,” said Brokerage Owner James Reynolds. “We chose Berkshire Hathaway HomeServices for its broad appeal in the marketplace, particularly among consumers buying and selling properties around the lakes and surrounding areas.”

Said Managing Broker Peter Field: “Our new brand carries the name of Warren Buffett’s Berkshire Hathaway Inc., one of the world’s most trusted and respected corporations. We believe real estate consumers and agents alike will appreciate the marketing potential of the brand and use it to their advantage.”

Field said the brokerage will expand in the middle-Georgia areas surrounding its Greensboro headquarters. RPA Realty intends to significantly expand its agent count over the next three years. “We’re looking for top agents with a specific set of skills and values,” Field explained. “They must operate with integrity, provide outstanding service and love the business of helping people achieve their real estate dreams.”

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With their transition, RPA Realty sales professionals 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.

"As an independent brokerage, we couldn't organically develop these resources," said Reynolds. "Our agents are now equipped with leading-edge tools that will help them be even more efficient and effective for their clients."

Gino Blefari, president and CEO of Berkshire Hathaway HomeServices, applauded RPA Realty's transition. "James, Peter and the team have a terrific company that's poised for growth," he said. "We're eager to support them every step of the way."

RPA Realty will commemorate its brand transition Nov. 2 with an open house reception at its Greensboro headquarters, 1031 Village Park Drive, Suite 101, from 5-7 p.m. The event is open to the public.

The brokerage's new Cabernet and Cream yard signs are now appearing in the marketplace.

About Berkshire Hathaway HomeServices RPA Realty

RPA Realty specializes in residential real estate in Georgia's picturesque Lake Oconee and Lake Sinclair areas. The firm's local-market expertise, matched with its skill representing buyers and sellers of land, new homes, semi-custom properties and custom-built estates, sets it apart in the lakes region. Visit www.bhhsrparealty.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. Visit www.berkshirehathawayhs.com.

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