



**BERKSHIRE
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HomeServices

NEWS RELEASE



18500 Von Karman Avenue, Suite 400
Irvine, CA 92612

FOR IMMEDIATE RELEASE

BCR REALTORS Joins Berkshire Hathaway HomeServices

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College Station Brokerage Now Operates as Berkshire Hathaway HomeServices Caliber Realty; Remains Independently Owned and Operated

COLLEGE STATION, TX (Dec. 12, 2017) – Berkshire Hathaway HomeServices, part of the HSF Affiliates LLC family of real estate brokerage franchise networks, today announced independent brokerage BCR REALTORS has joined the network operating as Berkshire Hathaway HomeServices Caliber Realty.

The brokerage remains independently owned and operated. It is a mainstay in the greater Brazos Valley for real estate sales, property management and leasing, and HOA management services. 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.

“Our mission is to grow this brokerage while providing our agents with the finest real estate tools and professional resources available,” said Brokerage Owner Trey Thurmond. “We will achieve both objectives by joining Berkshire Hathaway HomeServices.”

Thurmond said the brand appeals to consumers and real estate professionals alike. Its namesake is Warren Buffett’s Berkshire Hathaway Inc. – one of the world’s most respected and trusted corporations – and its Cabernet and White yard signs are familiar in markets throughout Texas. “The brand has magnetism,” Thurmond said. “People understand the broad marketing potential of Berkshire Hathaway HomeServices and want to use it to their advantage.”

Added Susie Trafton, the brokerage’s director of Residential Sales: “I am experienced with the Berkshire Hathaway HomeServices network from the Tampa Bay, FL market and I have seen how well agents respond to the benefits of having this brand. There is a certain amount of pride that comes when you say I am with Berkshire Hathaway HomeServices.”

The network 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 also provides national and international marketing support, professional education and the exclusive Luxury Collection marketing program for high-end listings. “The Global Network Platform provides our agents with cutting-edge technology, beautiful marketing templates and well-conceived tools for greater efficiency and client contact,” said Trafton. “Our team will be at its very best.”

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Real estate training is a hallmark at Caliber Realty. Thurmond estimated he's personally trained hundreds of agents over the years and takes pride in the nurturing, collaborative work environment known at the brokerage. Through Berkshire Hathaway HomeServices, Caliber Realty will add an extensive, online training platform to round out a full complement of professional development options available to its agents. "Local real estate professionals who want to take their businesses to new heights should look no farther than Berkshire Hathaway HomeServices Caliber Realty," Thurmond said.

Nathan Cook, a top-performing broker associate at the brokerage and 2018 president of the Bryan-College Station Regional Association of Realtors, said the combination of Caliber Realty and Berkshire Hathaway HomeServices will be unstoppable in the marketplace. "Everyone is thrilled and ready to move forward with our new brand," he explained. "Berkshire Hathaway HomeServices is fresh, innovative and financially strong. It's a wonderful fit for our brokerage and clients."

Gino Blefari, president and CEO of HSF Affiliates, welcomed Caliber Realty to the network. "Trey Thurmond and his team are respected throughout College Station and the Brazos Valley for skill and professionalism," he said. "We are proud that Caliber Realty represents our brand locally."

Finally, Chris Stuart, senior vice president for HSF Affiliates and a Texas A&M graduate, applauded Berkshire Hathaway HomeServices' arrival at College Station. "As an Aggie, I'm elated that our brand is now represented in the College Station marketplace," he explained. "The brokerage and timing are just right, and Caliber Realty is poised to grow far into the future."

About Berkshire Hathaway HomeServices Caliber Realty

Caliber Realty is a full-service brokerage specializing in real estate sales, property management/leasing and HOA management services. The brokerage is operated by local real estate veteran Trey Thurmond and an ownership team of agents and officers including Robert Adams, Drew Clift, Alyson Gorman, Neetu Kainthla, Dave Kissel, Hank McQuaide, D'Anne Pamplin, Stacy Paulson and Dora Tamplin. Visit www.bhhscaliberrealty.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 in 2017 was recognized for "Highest Overall Satisfaction for Repeat Home Sellers Among National Full Service Real Estate Firms" in J.D. Power's Home Buyer/Seller Satisfaction Study. Visit www.berkshirehathawayhs.com.

Contact:

Kevin Ostler
(949) 794-7980
kevinostler@hsfranchise.com

Gurion Kastenberg
(212) 738-6124
gurion.kastenberg@edelman.com