



# NEWS RELEASE



**FOR IMMEDIATE RELEASE**

## **Montrose Real Estate Group Joins Berkshire Hathaway HomeServices**

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*Local Brokerage Leader Now Operates as Berkshire Hathaway HomeServices Montrose Real Estate Group;  
Remains Independently Owned and Operated*

**MONTROSE, CO (Feb. 20, 2018)** – Berkshire Hathaway HomeServices, part of the HSF Affiliates LLC family of real estate brokerage franchise networks, today announced independent brokerage Montrose Real Estate Group has joined the network operating as Berkshire Hathaway HomeServices Montrose Real Estate Group.

The full-service brokerage operates from its Montrose headquarters and remains independently owned and operated. It is the market leader for sales volume in the tri-county region of Delta, Montrose and Ouray with extensive experience in residential, commercial, farm and ranch, investment and foreclosure property. Berkshire Hathaway HomeServices continues as 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 are proud to represent Berkshire Hathaway HomeServices in Montrose and along the Western Slope,” said Broker/Owner Jeff Keehfuss. “When I first heard of the brand in 2013, my first thought was ‘I hope Berkshire Hathaway HomeServices doesn’t come to Montrose because I’d have to compete against it.’ Now we’re a part of this premium brand and we’re ready to grow.”

Keehfuss said he plans to open new offices in key Western Slope markets such as Durango, Telluride and others. “My goal is to operate at least eight offices in the region over the next two to three years,” he said. “Of course, we’re looking for many more top agents to help us achieve these goals.”

Montrose Real Estate Group is a progressive, agent-centric brokerage focused on helping sales professionals grow their businesses and better service clients. Brokerage Owner Lark Keehfuss said Berkshire Hathaway HomeServices provides her company with a whole new level of national and international marketing support plus tools and resources to help her agents cover more ground with even greater efficiency. “We have everything we need to take the next big step for our brokerage, agents and clients,” she said. “Our entire team is excited.”

With their franchise relationship, Montrose Real Estate Group agents gain access to the network’s

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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.

“I believe our franchise relationship with Berkshire Hathaway HomeServices is the last piece of the puzzle to building a regional powerhouse brokerage,” said Jeff Keehfuss. “The future looks bright for Montrose Real Estate Group.”

Gino Blefari, president and CEO of Berkshire Hathaway HomeServices, welcomed the brokerage. “Montrose Real Estate Group is a terrific company that thrives in a culture of professionalism and unyielding client care. Jeff, Lark and the team will be strong ambassadors of our brand.”

The brokerage will make its first public appearance as a Berkshire Hathaway HomeServices franchisee Feb. 23-24 as an exhibitor at the Montrose Home, Garden & Business Expo, Friendship Hall, Montrose County Fairgrounds. It will raffle a playhouse house during the event. In addition, the brokerage will hold an open house event for the general public later this spring at its Montrose headquarters.

Montrose Real Estate Group’s new Cabernet and White yard signs will begin appearing in the marketplace today.

### **About Berkshire Hathaway HomeServices Montrose Real Estate Group**

Montrose Real Estate Group is a full-service real estate brokerage known for innovative leadership and skilled, experienced real estate professionals. Visit [www.montrosecolorado.com](http://www.montrosecolorado.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](http://www.berkshirehathawayhs.com).

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