



**BERKSHIRE
HATHAWAY**
HomeServices

NEWS RELEASE



18500 Von Karman Avenue, Suite 400
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FOR IMMEDIATE RELEASE

Laffey Fine Homes International to Join Berkshire Hathaway HomeServices

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*Long Island-based powerhouse brokerage will operate as Berkshire Hathaway HomeServices
Laffey International Realty*

GREENVALE, NY (July 3, 2018) – Berkshire Hathaway HomeServices, part of the HSF Affiliates LLC family of real estate brokerage franchise networks, today announced that Laffey Fine Homes International will join its network July 11 operating as Berkshire Hathaway HomeServices Laffey International Realty.

The brokerage, a full-service real estate company, remains independently owned and operated by local real estate leaders Emmett Laffey, Gregory Berkowitz and John Schoonmaker. It is a premier luxury brokerage on Long Island’s North Shore with operations extending from Montauk to Manhattan. Berkshire Hathaway HomeServices has grown to nearly 46,000 agents and 1,400 offices since its founding in September 2013. The network was recently named “Real Estate Agency Brand of Year” and “Most Trusted Real Estate Brand” in the 2018 Harris Poll EquiTrend Study.

“We are thrilled to bring the Berkshire Hathaway HomeServices brand to our customers and clients throughout the region,” said Laffey, the firm’s president and CEO. “Our company with its strong heritage and reputation, combined with the venerable Berkshire Hathaway HomeServices brand, will be unstoppable in the marketplace.”

Laffey said the brand will be embraced by local real estate consumers, many of whom work in the commercial and financial centers of Manhattan. “Our new brand carries the name of Warren Buffett’s Berkshire Hathaway Inc., one of the world’s most trusted and successful corporations,” he explained. “New Yorkers respect Mr. Buffett and the Berkshire Hathaway enterprise. We’re confident they will seek the world-class service for which Berkshire Hathaway HomeServices is known.”

Laffey International Realty is a perennial leader in Long Island’s bustling luxury market. In 2017, it topped the market in key sales categories such as per-agent productivity and per-office productivity while expanding its new-homes division and ultra-luxury and waterfront property sales.

Laffey said his brokerage will accelerate growth as a member of the Berkshire Hathaway HomeServices network. “We expect to at least triple our agent count over the next 24 months and add offices in strategic locations across Nassau, Suffolk, Queens and Brooklyn. Berkshire Hathaway HomeServices Laffey International Realty is an obvious choice for top agents who want to take their careers and businesses to new heights.”

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With their network membership, Laffey International Realty agents gain access to the network's Global Network Platform, a powerful tool suite driving 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.

Laffey International Realty will commemorate its brand transition July 11 with a ceremony and celebration at the Crescent Beach Club in Bayville. Its Cabernet and White yard signs will begin appearing throughout greater Long Island that day.

Gino Blefari, president and CEO of Berkshire Hathaway HomeServices, applauded Laffey International Realty's transition. "I've known and admired Emmett Laffey for over 20 years," Blefari said. "He and his team are highly respected in the marketplace and will be strong ambassadors of our brand. We are pleased to welcome them to Berkshire Hathaway HomeServices."

About Berkshire Hathaway HomeServices Laffey International Realty

Laffey International Realty is a full-service, luxury real estate brokerage and lifestyle company representing clients throughout Long Island and worldwide. Visit www.laffeyintl.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 recently recognized as "Real Estate Agency Brand of Year" and "Most Trusted Real Estate Brand" 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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