



**BERKSHIRE
HATHAWAY**
HomeServices

NEWS RELEASE



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FOR IMMEDIATE RELEASE

Century 21 Select Group Office Joins Berkshire Hathaway HomeServices

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Hawley-based brokerage will operate as Berkshire Hathaway HomeServices Pocono Real Estate

HAWLEY, PA (Aug. 24, 2018) – Berkshire Hathaway HomeServices, part of the HSF Affiliates LLC family of real estate brokerage franchise networks, announced that an office of Century 21 Select Group has joined its network operating as Berkshire Hathaway HomeServices Pocono Real Estate.

The full-service brokerage, led by local real estate veteran Kim Stevens, serves Hawley and surrounding communities and the greater lake region of the Poconos. It's known throughout the marketplace for skilled, conscientious agents and exemplary client service.

Berkshire Hathaway HomeServices remains one of the nation's fastest-growing real estate brokerage networks with 47,000+ agents and nearly 1,400 offices named to the brand since it was launched 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.

Gino Blefari, president and CEO of Berkshire Hathaway HomeServices, welcomed Pocono Real Estate. "Kim Stevens and her team for years have been connecting clients to their lifestyle dreams in Northeastern Pennsylvania," Blefari said. "Their roots run deep in the wonderful Pocono region and their expertise in the marketplace is commendable."

"We are proud to bring the Berkshire Hathaway HomeServices brand to the Poconos," said Stevens. "The brand carries the name of Warren Buffett's Berkshire Hathaway Inc., one of the world's most respected and trusted corporations. We believe local real estate consumers will warmly embrace our brand."

Stevens said her company will grow as a member of the Berkshire Hathaway HomeServices network. She intends to at least double her agent count over the next two years and expand into markets such as Milford and Honesdale. "We are recruiting more of our area's top real estate agents to help us gain market share with the same service ethic for which we are known," Stevens explained. "We think local agents will want to grow their business representing Berkshire Hathaway HomeServices Pocono Real Estate."

The brand appeals to all real estate consumers, particularly those seeking high-end and luxury resort properties throughout the region.

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“We expect that our average sales price will rise as we go forward as Berkshire Hathaway HomeServices Pocono Real Estate,” Stevens said. “The brand is fresh, sophisticated and steeped in success. We think buyers and sellers of fine homes will be looking for our Cabernet and White yard signs as symbols of trust and quality service.”

With their network membership, Pocono Real Estate agents gain access to the brand’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.

To help launch the new era at her brokerage, Stevens and son Maxwell Stevens created a unique community give-back program called “Commissions for a Cause” (www.commissionsforacause.org), through which they donate 1% of each commission the brokerage earns to a charity of their clients’ choosing. “We love our community and want to give back for all the support we receive,” said Maxwell Stevens. “It’s a great way to involve our clients and open up the conversation about what’s important to them. We’re excited to work alongside our clients to make a difference in our community.”

About Berkshire Hathaway HomeServices Pocono Real Estate

Pocono Real Estate is a full-service real estate brokerage serving greater Hawley and surrounding communities and the greater Poconos resort region. Visit www.poconorealestate.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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