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HomeServices

NEWS RELEASE



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FOR IMMEDIATE RELEASE

Century 21 Da-Ly Realty Joins Berkshire Hathaway HomeServices

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Grand Island brokerage leader will operate as Berkshire Hathaway HomeServices Da-Ly Realty

GRAND ISLAND, NE (Aug. 8, 2018) – Berkshire Hathaway HomeServices, part of the HSF Affiliates LLC family of real estate brokerage franchise networks, today announced Century 21 Da-Ly Realty has joined its network operating as Berkshire Hathaway HomeServices Da-Ly Realty.

The full-service brokerage, led by local real estate veteran Jeffrey Reed, is Central Nebraska’s perennial leader for units sold and sales volume. It holds a 54% share of the Grand Island real estate market where its three offices operate.

Berkshire Hathaway HomeServices remains one of the nation’s fastest-growing real estate brokerage networks with 46,000+ 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 Reed and his team. “Da-Ly Realty is an institution in Central Nebraska that has earned the respect and repeat business of its clients,” Blefari said. “The team’s strong work ethic, professionalism and expertise set it apart in the marketplace. I know that our entire network is very proud that its newest member to the brand is as accomplished and widely respected as Jeffrey and his agents.”

“My vision is to expand my brokerage and I felt like the Berkshire Hathaway HomeServices support team, with all its brokerage-management experience, understood my goals and would best help me achieve them,” said Reed. “The Berkshire Hathaway HomeServices brand couldn’t be a better choice for us, operating in such proximity to Warren Buffett and Berkshire Hathaway Inc. We think consumers in our markets will appreciate the combination of Berkshire Hathaway HomeServices and Da-Ly Realty.”

Reed’s organic growth plans include all of Central Nebraska and he said he’s considering brokerage acquisitions in the region. The brand will give Da-Ly Realty an advantage in agent recruiting, he added. “I think nearly every real estate professional in Nebraska understands the unique advantage of the Berkshire Hathaway HomeServices brand in our state. We’re confident top local agents will want to represent the brand,” he said.

With their network membership, Da-Ly Realty 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

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referrals, professional education and the exclusive Luxury Collection marketing program for high-end listings.

“Berkshire Hathaway HomeServices’ tool suite is second to none in real estate,” said Reed. “Our agents will be even more efficient and effective for their clients. They’ll have more advantages to grow their businesses.”

Da-Ly Realty will commemorate its brand transition today with an event at its Grand Island headquarters. It will hold an open house celebration Sept. 6 in conjunction with the Grand Island Chamber of Commerce.

The brokerage’s Cabernet and White yard signs today will begin appearing in the marketplace.

About Berkshire Hathaway HomeServices Da-Ly Realty

Da-Ly Realty, founded in 1961, is a full-service real estate brokerage serving Central Nebraska. The brokerage in 2018 was named to the Grand Island Hall of Fame by the Grand Island Chamber of Commerce. Readers of the Grand Island Independent newspaper have voted Da-Ly Realty to the Best Of Grand Island list, Real Estate Agency category, for eight consecutive years. Visit www.bhhsdaly.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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