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HomeServices

NEWS RELEASE



18500 Von Karman Avenue, Suite 400
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FOR IMMEDIATE RELEASE

Century 21 Executive Realty Joins Berkshire Hathaway HomeServices Real Estate Brokerage Network

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*Schererville market leader with more than 20 years in the region now operates as
Berkshire Hathaway HomeServices Executive Realty*

SCHERERVILLE, IN (April 4, 2017) – Berkshire Hathaway HomeServices, part of the HSF Affiliates LLC family of real estate brokerage franchise networks, today announced that Century 21 Executive Realty has joined the network operating as Berkshire Hathaway HomeServices Executive Realty.

The brokerage, Century 21's leading brokerage in greater Chicago and No. 10 network-wide for units sold in 2016, is known for quality leadership and skilled, tenured agents. Berkshire Hathaway HomeServices is America's fastest-growing brokerage network with nearly 43,000 agents and 1,300 offices named to the brand since its September 2013 launch.

"Everything I do in business is for the benefit of my agents and their clients," said Broker/Owner Bill McCabe, who was once Century 21's top agent for units sold before launching his brokerage. "Joining forces with Berkshire Hathaway HomeServices gives our team a variety of advantages that will help us grow and better serve consumers."

McCabe said the Berkshire Hathaway HomeServices brand is fresh, distinctive and well-established in the region. "The brand's namesake is Warren Buffett's Berkshire Hathaway Inc., one of the world's most trusted and admired corporations," he explained. "This is wonderful company to keep."

Executive Realty will grow as a result of the transition, McCabe added. "Berkshire Hathaway HomeServices appeals to all types of real estate consumers, including the buyers and sellers of high-end properties. We anticipate market-share growth across the board and will be looking to add more top agents to service the business."

With their transition, Executive Realty professionals gain access to Berkshire Hathaway HomeServices' Global Network Platform, a powerful tool suite focusing on lead generation, marketing support, social media, video production/distribution and more. Beyond technology, the brand provides national and international marketing support, professional education and the exclusive Luxury Collection for high-end listings.

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“Global Network Platform components will help our team handle more business with greater efficiency and effectiveness,” McCabe said. “This is great news for everyone involved in our real estate process.”

Executive Realty commemorated its transition this morning with a ceremony and brand celebration at White Hawk Country Club in Crown Point. Agents this week will receive training and exposure to Berkshire Hathaway HomeServices’ tools and resources.

“We are proud to welcome Bill McCabe and his team to Berkshire Hathaway HomeServices,” said Gino Blefari, network CEO. “Executive Realty will be a strong ambassador of our brand in Northwest Indiana.”

About Berkshire Hathaway HomeServices Executive Realty

Executive Realty is a family-owned and operated company with offices in Schererville and Crown Point, IN. Visit www.BHHSExec.com for details.

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.

Irvine, CA-based HSF Affiliates LLC operates Berkshire Hathaway HomeServices, Prudential Real Estate and Real Living Real Estate franchise networks. The company is a joint venture of which HomeServices of America, Inc., the nation’s second-largest, full-service residential brokerage firm, is a majority owner. HomeServices of America is an affiliate of world-renowned Berkshire Hathaway Inc.

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