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NEWS RELEASE



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FOR IMMEDIATE RELEASE

Innovative Real Estate Group Joins the Berkshire Hathaway HomeServices Real Estate Brokerage Network [#GoodToKnow](#)

Denver brokerage now operates as Berkshire Hathaway HomeServices Innovative Real Estate

DENVER, CO (Jan. 18, 2017) – Berkshire Hathaway HomeServices, part of the HSF Affiliates LLC family of real estate brokerage franchise networks, today announced that independent brokerage Innovative Real Estate Group joined the network operating as Berkshire Hathaway HomeServices Innovative Real Estate.

The brokerage, led by Broker/Owners Scott Nordby and Lora Nordby, operates four offices with more than 160 agents. It is a market leader in key production categories and stands among the Top 10 brokerages in the competitive Denver metro area.

Scott Nordby said he expects Innovative Real Estate to double in size over the next two years as a member of Berkshire Hathaway HomeServices, America’s fastest-growing real estate brokerage network. “The network carries the name of Warren Buffett’s Berkshire Hathaway Inc., one of the world’s most trusted and respected corporations,” he explained. “Berkshire Hathaway HomeServices is highly regarded in Colorado and it will help elevate our presence in key market segments such as luxury and resort properties.”

Lora Nordby said the brand will help its skilled sales professionals compete in the marketplace. “Scott and I want our agents to grow not just professionally, but in all aspects of their lives,” she said. “We always talk about how to take our firm – and our agents – to the next level and this is a big step in that direction.”

Innovative Real Estate’s announcement further cements Berkshire Hathaway HomeServices as a powerhouse in the region and in the state. The brand has welcomed several affiliates in Colorado dating back to 2013 and, just yesterday, it announced Berkshire Hathaway HomeServices Today Realty & Associates in Gunnison and Crested Butte as a network member.

“Our network affiliation opens up compelling referral opportunities,” Lora Nordby pointed out. “It’s good to be part of a big family.”

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With their transition, Innovative Real Estate agents also 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, listing syndication to consumer search sites in 35 countries, professional education and the exclusive Luxury Collection for high-end and resort listings.

"Everything we do is for the ongoing support of our sales professionals," added Scott Nordby. "These tools and the brand itself will help our team be its very best."

Gino Blefari, Berkshire Hathaway HomeServices CEO, welcomed Innovative Real Estate to the network. "Under Scott and Lora's leadership, the Innovative Real Estate team has become one of Denver's premier brokerages," he said. "We are thrilled to welcome them to the Berkshire Hathaway HomeServices family."

Innovative Real Estate will commemorate its brand transition today with an event for agents at the PPA Event Center in Denver. The meeting will include remarks from brokerage leadership and Blefari. Innovative Real Estate's new Cabernet and White yard signs will begin appearing in the marketplace this week.

About Berkshire Hathaway HomeServices Innovative Real Estate

Berkshire Hathaway HomeServices Innovative Real Estate is a full-service real estate brokerage operating offices in Denver, Northglenn, Brighton and Englewood. Innovative Real Estate is dedicated to building relationships through its commitment to family, integrity and service. For more information, visit www.InnovativeRE.com.

About Berkshire Hathaway HomeServices

Berkshire Hathaway HomeServices is based in Irvine, CA. The network, among the few organizations entrusted to use the world-renowned Berkshire Hathaway name, is America's fastest-growing real estate brokerage network with more than 42,350 agents and 1,270 offices admitted to the brand since its founding in September 2013. Visit www.berkshirehathawayhs.com.

Irvine, CA-based HSF Affiliates LLC operates the 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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