



**BERKSHIRE
HATHAWAY**
HomeServices

NEWS RELEASE



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FOR IMMEDIATE RELEASE

Pondera Properties to Join the Berkshire Hathaway HomeServices Real Estate Brokerage Network **[#GoodToKnow](#)**

*Possum Kingdom Lake brokerage leader will operate as
Berkshire Hathaway HomeServices Pondera Properties starting Feb. 23*

POSSUM KINGDOM LAKE, TX (Jan. 26, 2017) – Berkshire Hathaway HomeServices, part of the HSF Affiliates LLC family of real estate brokerage franchise networks, today announced that independent brokerage Pondera Properties will join the network Feb. 23 operating as Berkshire Hathaway HomeServices Pondera Properties.

The full-service brokerage, a second- and resort-home specialist with offices on opposing sides of picturesque Possum Kingdom Lake, is led by Co-Owners Marsha Bettis and Jackie Fewell. Berkshire Hathaway HomeServices is America's fastest-growing real estate brokerage network with more than 42,550 agents and 1,270 offices admitted to the brand since its founding in September 2013.

"We are proud to link our name to that of Berkshire Hathaway HomeServices," said Bettis, the company's managing broker. "To continue our growth path we needed an alliance to provide us with a powerful brand name and resources to help our agents be their very best. Jackie and I knew that if we affiliated with a national brand it had to be the best so, for us, it had to be Berkshire Hathaway HomeServices."

Pondera Properties will remain independently owned and operated by Bettis and Fewell. "We are the same great company that for years has been the heartbeat of Possum Kingdom Lake real estate," Fewell explained. "Now, we are supercharged by a terrific, respected brand that gives us even more marketing clout and visibility in the marketplace."

With their transition, Pondera Properties agents will 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.

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“We are thrilled to begin using the Global Network Platform’s various components,” said Fewell. “Our team will be able to cover much more ground with greater efficiency and that’s great news for our real estate clients.”

Bettis said the future is bright for Pondera Properties, which plans to increase its presence in Palo Pinto County and expand into Parker County. “The Berkshire Hathaway HomeServices brand enjoys broad appeal in all market segments,” she said. “Accordingly, we will grow and we will attract more of the region’s top agents.”

Gino Blefari, Berkshire Hathaway HomeServices CEO, applauded the upcoming transition. “Marsha, Jackie and their team are well respected in the marketplace,” he said. “We’re eager to support Pondera Properties as it grows and services more clients.”

About Pondera Properties

Pondera Properties, founded in 2010, is a full-service residential and commercial real estate company servicing clients’ single-family home, vacation home, condominium, townhome, resort property, ranch and building-lot needs. Visit www.ponderapk.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, stands on the value set of trust, integrity, stability and longevity. 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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