



**BERKSHIRE
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HomeServices

NEWS RELEASE



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FOR IMMEDIATE RELEASE

Berkshire Hathaway HomeServices Welcomes Rise Real Estate, Inc. to Real Estate Brokerage Network

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*Leading Huntsville-based independent brokerage commemorates its transition today as
Berkshire Hathaway HomeServices Rise Real Estate*

HUNTSVILLE, AL (Feb. 28, 2017) – Berkshire Hathaway HomeServices, part of the HSF Affiliates LLC family of real estate brokerage franchise networks, announced that independent real estate brokerage Rise Real Estate, Inc. is now operating as Berkshire Hathaway HomeServices Rise Real Estate.

“The amount of positive support and feedback from our community and business partners on this transition has been astounding,” said Broker/Owner Tommy Adams. “We knew aligning with the respected Berkshire Hathaway HomeServices brand was the best move for our brokerage and agents, and we could not be more excited to be on this winning team.”

Rise Real Estate, founded in 1983, is among North Alabama’s largest real estate companies and is a perennial market leader in the greater Huntsville area and throughout Madison County. Berkshire Hathaway HomeServices is America’s fastest-growing real estate brokerage network with more than 42,500 agents and 1,270 offices admitted to the brand since its founding in September 2013.

“This is a monumental moment for our business,” said Associate Broker Anne Adams-Bourque. “The Berkshire Hathaway HomeServices name is no stranger to the North Alabama marketplace and we are eager to take the reins and elevate our foothold in the marketplace.”

With their transition, Rise Real Estate agents 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.

“Technology is a key differentiator and we’re providing our agents with what we feel is the finest tool suite in real estate,” said Broker/Owner Jimmie Adams. “The Global Network Platform and its components help agents operate with great efficiency. That means even better service for Rise Real Estate clients.”

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Rise Real Estate will host a launch event today at The Ledges (32 Castle Down Drive, Huntsville) from 5-7 p.m. to celebrate its transition. Company agents, business alliances and members of the Chamber of Commerce of Huntsville/Madison County will attend. The brokerage also marks its official presence with new yard signs already appearing in the marketplace.

Gino Blefari, Berkshire Hathaway HomeServices CEO, congratulated the brokerage on its transition. "We are honored to officially recognize Rise Real Estate as a Berkshire Hathaway HomeServices franchisee," said Blefari. "The company goes the extra mile for its clients and has a strong reputation in the North Alabama community. We're proud it is a part of our network."

About Berkshire Hathaway HomeServices Rise Real Estate

Rise Real Estate is a full-service, independently owned and operated real estate brokerage serving greater Huntsville and all of Madison County. The brokerage has 34 years of growth and success in the marketplace, and has been honored as Small Business of the Year for Personal Service by the Chamber of Commerce of Huntsville/Madison County.

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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