



**BERKSHIRE  
HATHAWAY**  
HomeServices

# NEWS RELEASE



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**FOR IMMEDIATE RELEASE**

## **Today Realty of Gunnison Inc. Joins Berkshire Hathaway HomeServices Real Estate Brokerage Network** **[#GoodToKnow](#)**

*Independent brokerage, which also operates in Crested Butte, goes forward as  
Berkshire Hathaway HomeServices Today Realty & Associates*

**GUNNISON/CRESTED BUTTE, CO (Jan. 17, 2017)** – Berkshire Hathaway HomeServices, part of the HSF Affiliates LLC family of real estate brokerage franchise networks, announced that independent brokerage Today Realty of Gunnison Inc. joined the network operating as Berkshire Hathaway HomeServices Today Realty & Associates.

The company, led by Owner/Broker Jason Lain, serves Gunnison, Crested Butte, Lake City and surrounding mountain communities. It is known throughout the marketplace for agent expertise and exceptional customer service. Berkshire Hathaway HomeServices 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.

“Today we step forward to a whole new era at our brokerage,” said Lain. “In Berkshire Hathaway HomeServices, we join a prestigious brand with a deep array of tools, resources and services my agents can use right away. We are a strong, local agency that just grew stronger.”

Lain said Berkshire Hathaway HomeServices, which carries the core values of its Berkshire Hathaway Inc. namesake, is an ideal fit for his team. “Berkshire Hathaway HomeServices is built on the values of trust, integrity, stability and longevity, the same qualities our agents embrace every day,” he explained. “We chose this brand for many reasons, starting at the foundation with integrity and trust – there is no compromise.”

The brand will help his agents compete for and market listings, Lain added. “The Berkshire Hathaway HomeServices name will appeal to clients in all market segments, from entry-level homes to the finest of resort properties in Crested Butte. We’re confident consumers will seek out our yard signs as symbols of top service.”

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With their transition, Today Realty & Associates 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 and resort listings.

Gino Blefari, Berkshire Hathaway HomeServices CEO, applauded the brokerage's transition. "Today Realty & Associates is well respected in the marketplace and will be a strong ambassador of our brand," he said. "We welcome Jason and his hard-working team to the network."

Today Realty & Associates' new Cabernet and Cream yard signs will begin appearing in the marketplace this week. The brokerage will commemorate its brand transition later in the spring with an open house celebration at its new corporate headquarters in Gunnison, 137 W. Tomichi Ave., Suite A, which is scheduled to open in April.

### **About Berkshire Hathaway HomeServices Today Realty & Associates**

Today Realty & Associates, founded in 1993, specializes in real estate sales, rentals and caretaking in the Gunnison, Crested Butte, Lake City and surrounding remote mountain communities. The brokerage headquarters is located at 600 W. Tomichi Ave., Gunnison, CO 81230; (970) 641-0077. Visit [www.bhhstodayrealty.com](http://www.bhhstodayrealty.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, brings to the real estate market a definitive mark of trust, integrity, stability and longevity. Visit [www.berkshirehathawayhs.com](http://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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