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HomeServices

NEWS RELEASE



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FOR IMMEDIATE RELEASE

Berkshire Hathaway HomeServices Western Colorado Properties Opens Office in Telluride

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Brokerage enters resort destination to capitalize on its brand strength and serve a broader range of clients

TELLURIDE, CO (NOV. 1, 2018) – Berkshire Hathaway HomeServices Western Colorado Properties today opened an office in Telluride to boost its resort sales and leverage the strength of its brand among a broader range of clients frequenting the region. Broker/Owner Jeff Keehfuss will lead the office, his third along the Western Slope including Montrose and Durango. Additionally, Keehfuss said he will open an office in Grand Junction in 2019 followed by several additional locations by 2022.

“We are thrilled to open for business in Telluride,” said Keehfuss, who changed the name of his brokerage from Berkshire Hathaway HomeServices Montrose Real Estate to better reflect its growing regional presence. “Telluride is a wonderful resort destination attracting people from across the United States and all over the world. We believe these people will appreciate our Berkshire Hathaway HomeServices brand as a symbol of skill, expertise and business success.”

Western Colorado Properties’ office is well positioned at 120 Mountain Village Blvd. 120 D, along the walking path between the Peaks Resort & Spa and the Mountain Village Gondola. “There is a ton of foot traffic on this path, which provides breathtaking views of the town and the mountains,” said Keehfuss. “Just about the time people gather in these views they’ll be near our office and, hopefully, ready to own their piece of Telluride.”

Western Colorado Properties is a sales volume leader in the tri-county region of Delta, Montrose and Ouray, with extensive experience in residential, commercial, farm and ranch, investment and foreclosure property. The brokerage is known for progressive, agent-centric leadership focused on helping agents grow their businesses and better service consumers.

Lark Keehfuss, brokerage co-owner, said she is recruiting top sales professionals for Telluride and the other offices. “Those professionals who want to move their careers to the next level should consider Berkshire Hathaway HomeServices Western Colorado Properties,” she said. “Our brokerage’s culture is positive, supportive and always focused on our agents’ success.”

Western Colorado Properties will hold an open house reception at its Telluride location in January at the peak of the upcoming ski season. In the meantime, Keehfuss invites residents and visitors to stop by and say hello.

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Gino Blefari, president and CEO of Berkshire Hathaway HomeServices, congratulated Western Colorado Properties on its Telluride location. “Jeff, Lark and their team work hard for their clients and they earn repeat business,” Blefari said. “These fine qualities will bring success in Telluride and anywhere else they choose to operate.”

About Berkshire Hathaway HomeServices Western Colorado Properties

Western Colorado Properties is a full-service real estate brokerage serving the tri-county region of Delta, Montrose and Ouray. It operates from its flagship office in Montrose with offices in Durango and Telluride. Visit www.montrosecolorado.com.

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. The brand was recently recognized as “Real Estate Agency Brand of Year” and “Most Trusted Real Estate Brand” in the 2018 Harris Poll EquiTrend Study. Visit www.berkshirehathawayhs.com.

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