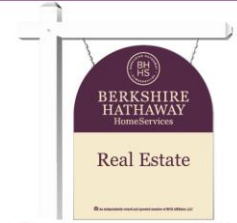




**BERKSHIRE
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HomeServices

NEWS RELEASE



18500 Von Karman Avenue, Suite 400
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FOR IMMEDIATE RELEASE

Elite Realty Services to Join Berkshire Hathaway HomeServices Real Estate Brokerage Network

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Sacramento brokerage standout will operate as Berkshire Hathaway HomeServices Elite Real Estate

SACRAMENTO, CA (July 7, 2017) – Berkshire Hathaway HomeServices, part of the HSF Affiliates LLC family of real estate brokerage franchise networks, today announced that independent brokerage Elite Realty Services will join the network July 25 operating as Berkshire Hathaway HomeServices Elite Real Estate.

Robert Do, brokerage president and CEO, announced the transition yesterday to his team of 180 agents and staff at their Sacramento headquarters. “Our brokerage has grown nicely over the years yet now we step to a whole new level of brand awareness, agent resources and marketing,” Do explained. “Berkshire Hathaway HomeServices gives us everything we need to grow and provide even better service to our clients and agents.”

Berkshire Hathaway HomeServices remains one of America’s fastest-growing brokerage networks with nearly 43,500 agents and 1,313 offices named to the brand since its 2013 launch. The brand’s namesake is Warren Buffett’s Berkshire Hathaway Inc., among the world’s most trusted and respected corporations. “The network is built on Berkshire Hathaway’s value set of trust, integrity, stability and longevity,” Do pointed out. “We strongly identify with these values and are proud to represent Berkshire Hathaway HomeServices in Sacramento County and surrounding areas.”

Do expects to grow his brokerage as a result the transition. The agent-centric CEO, who owns his Sacramento headquarters building at 7412 Elsie Ave., wants to add at least three offices and double his agent count over the next few years. “At Elite Real Estate, everything we do focuses on helping our agents grow their business and prosper,” he said. “We are a great home for agents; the future has never been brighter for our team.”

With their transition, Elite 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.

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“My team is already tech-savvy so the Global Network Platform will help us supercharge our client service and efficiency,” said Do, who has more than 20 years’ experience in real estate and has trained thousands of agents. “We will be our very best for our home-buyers and sellers.”

Elite Real Estate will commemorate its transition July 25 with a ribbon-cutting ceremony and agent luncheon. Its new Cabernet and White yard signs will appear in the marketplace starting that day.

“We are proud to welcome Robert and his team to Berkshire Hathaway HomeServices,” said Gino Blefari, president and CEO of the network. “Elite Real Estate has earned a strong reputation in the marketplace and is marvelously diverse. It’s well positioned for years of growth in Sacramento.”

About Berkshire Hathaway HomeServices Elite Real Estate

Elite Real Estate is a full-service real estate brokerage serving Sacramento County and surrounding areas. The brokerage boasts a large roster of experience agents, many of whom have been with brokerage for at least 10 years. Visit www.bhhser.com starting July 25 for details.

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. Visit www.berkshirehathawayhs.com.

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