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HomeServices

NEWS RELEASE



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Century 21 Red River Realty Joins Berkshire Hathaway HomeServices

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Grand Forks brokerage, an institution in local real estate for 62 years, now operates as Berkshire Hathaway HomeServices Family Realty

GRAND FORKS, ND (Oct. 1, 2018) – Berkshire Hathaway HomeServices, part of the HSF Affiliates LLC family of real estate brokerage franchise networks, today announced that Century 21 Red River Realty has joined its network operating as Berkshire Hathaway HomeServices Family Realty.

The full-service brokerage, serving the Grand Forks region since 1956, is a market leader known throughout the area for its skilled agents and client service. It remains independently owned and operated by Michael Marcotte, Katie Marcotte, Josh Steinke and Jodi Danzl. Berkshire Hathaway HomeServices continues as one of America's fastest-growing real estate brokerage networks with nearly 48,000 agents and 1,400 offices named to the brand since its September 2013 launch.

"Our brand name change to Berkshire Hathaway HomeServices signals a defining moment for our brokerage and the local real estate market," said Broker/Owner Michael Marcotte. "It unites the strengths of industry leaders, bringing together unparalleled operational excellence, innovation and integrity. We're proud to bring the Berkshire Hathaway HomeServices brand to Grand Forks."

"We are honored to add Family Realty to our brokerage network," said Gino Blefari, president and CEO of Berkshire Hathaway HomeServices. "The company's leadership is top-notch and has attracted many of the region's top sales professionals. The brokerage has also exhibited strong growth the past few years and wants to grow more. It's our pleasure to support Family Realty every step of the way."

Strategic growth is the reason behind the company's name change. With aspirations beyond the Red River to places such as Bemidji, MN to the east and Devil's Lake, ND to the west, brokerage leaders chose "Family Realty" to better serve clients throughout the region.

"It's a whole new identity for our team," said Katie Marcotte. "The name provides our company even more distinction and marketing appeal. We're excited to step forward as Berkshire Hathaway HomeServices Family Realty."

Family Realty's agent count jumped six-fold over the past three years. Professionals are drawn to the brokerage for its agent-first management style, real estate technology and training. With their network membership, Family Realty agents gain access to Berkshire Hathaway HomeServices' Global Network Platform, a powerful tool suite driving lead generation, marketing support, social media,

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video production/distribution and more. The network also provides international listing syndication, relocation referrals, professional education and the exclusive Luxury Collection marketing program for high-end listings.

“As brokerage leaders, our responsibility is to provide our agents with the best tools, systems and resources to best service their clients,” said Steinke. “We’ve done that with our network membership and look forward to the brightest of futures serving the broader region we all love.”

Family Realty agents will begin training on their new systems today. The brokerage’s new Cabernet and White yard signs are now appearing in the marketplace.

About Berkshire Hathaway HomeServices Family Realty

Family Realty, a full-service real estate brokerage, has proudly served the Grand Forks marketplace since 1956. Visit www.bhhsfamilyrealty.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 just 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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