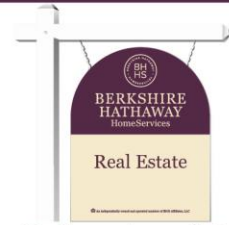




**BERKSHIRE
HATHAWAY**
HomeServices

NEWS RELEASE



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Freewheeler Realty Joins Berkshire Hathaway HomeServices

#GoodToKnow

Independent brokerage now operates as Berkshire Hathaway HomeServices Freewheeler Realty; remains Independently owned and operated

ISLAMORADA, FL (Dec. 4, 2018) – Berkshire Hathaway HomeServices, part of the HSF Affiliates LLC family of real estate brokerage franchise networks, today announced that independent brokerage Freewheeler Realty has joined its network operating as Berkshire Hathaway HomeServices Freewheeler Realty.

The full-service brokerage, Islamorada’s oldest operating under the same management, remains independently owned by real estate veteran Alexa Wheeler. It unites with one of America’s fastest-growing real estate brokerage networks, which counts more than 48,000 agents and 1,400 offices in only five years as a brand.

“We reached a jumping off point as an independent company wanting to grow,” said Wheeler. “As a member of Berkshire Hathaway HomeServices we gain access to a strong and respected brand whose namesake is one of the world’s most trusted and respected corporations. We also receive the latest tools and resources to help our agents serve their clients. Joining the brand was an obvious choice for us.”

Gino Blefari, president and CEO of Berkshire Hathaway HomeServices, welcomed Freewheeler Realty. “Freewheeler Realty stands among market leaders in the Upper Florida Keys,” he said. “Alexa and her team of seasoned agents are well regarded for their conscientious service and ethical business standards. We’re proud to bring them aboard.”

Wheeler said the Berkshire Hathaway HomeServices brand appeals to the broadest range of consumers, particularly those seeking high-end and resort homes in the region. She believes her brokerage will earn more of the market’s high-end listings because of its brand membership. “The Berkshire Hathaway HomeServices brand stands for excellence in real estate, as does Freewheeler Realty,” she explained. “We’re confident that consumers in our marketplace will embrace Berkshire Hathaway HomeServices Freewheeler Realty like no other brokerage.”

With their network membership, Freewheeler Realty agents gain access to Berkshire Hathaway HomeServices’ Global Network Platform, a powerful tool suite driving lead generation, marketing support, social media, video production/distribution and more. The network also provides global listing syndication, relocation referrals, professional education and the exclusive Luxury Collection

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marketing program for high-end listings.

“Tools in the Global Network Platform will help our team gain efficiencies and serve more clients,” Wheeler said. “Of course, the digital marketing support and international listing syndication provided by Berkshire Hathaway HomeServices will bring much more attention to our listings. Without question, we’re excited for the future.”

About Berkshire Hathaway HomeServices Freewheeler Realty

Freewheeler Realty is a full-service real estate brokerage serving the Upper Florida Keys. The brokerage stands among market leaders in the region and is known for sound leadership, skilled and experienced agents and ethical business standards. Visit www.bhhsfreewheeler.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 recognized as Real Estate Agency Brand of Year and Most Trusted Real Estate Brand in the 2018 Harris Poll EquiTrend Study. It was also honored for “Highest Satisfaction Among Repeat Home Buyers Among National Full Service Real Estate Firms” in J.D. Power’s 2018 Home Buyer/Seller Satisfaction StudySM. Visit www.berkshirehathawayhs.com.

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