

**FOR IMMEDIATE RELEASE****HSF Affiliates LLC Adds Michael Jalbert to its Executive Team as SVP of Sales**

*Real Estate Franchising, Executive Coaching and Recruiting Veteran Spearheads Franchise Sales Efforts for Company Brands*

**IRVINE, CA (Oct. 10, 2017)** – HSF Affiliates LLC, which operates the real estate brokerage franchise networks Berkshire Hathaway HomeServices, Real Living Real Estate, and Prudential Real Estate, announced today that Michael Jalbert has joined the company to oversee franchise sales.

Jalbert, reporting to Chris Stuart, senior vice president for Business Development and Operations, is responsible for the strategic and selective growth of Berkshire Hathaway HomeServices and Real Living Real Estate. “Michael is a forward-thinking leader with an extensive track record for developing talent and inspiring sales and business growth,” said Gino Blefari, president and CEO of HSF Affiliates. “His disparate experience and collaborative management style will serve our organization well as we accelerate our franchise sales efforts and grow.”

Jalbert brings extensive real estate franchising experience to his position. He was vice chairman and partner at ERA Europe, Inc. in Versailles, France, responsible for franchise sales. Under his direction and in just six years, the franchisor grew from 300 offices in five countries to 1,500 offices in 17 countries. As executive vice president at Cendant Corporation (now Realogy), Jalbert upgraded the sales force and delivered eight quarters of record profits averaging more than 22% growth per quarter.

“I’m excited to join HSF Affiliates and support strategic growth of the brokerage networks,” said Jalbert. “The Berkshire Hathaway HomeServices network has strong momentum and a well-respected reputation with consumers and real estate professionals alike. Real Living is a dynamic network and its new and flexible brand positioning will appeal to independent brokerages looking to amplify their local identity. This is a compelling career opportunity for me.”

Substantial executive coaching and recruiting experience will help Jalbert further develop the Franchise Sales team, which in 2017 established network records for production. He comes to HSF Affiliates from Banister International, LLC where, as senior managing director, he provided personalized consulting and coaching expertise for professionals and organizations. Before that, he was president of New Directions, Inc., an executive career advisory services firm, where he revitalized growth through new digital execution and virtual servicing of clients across the globe. At Chestnut Hill Partners LLC, Jalbert held the role of managing director, Executive Sponsorship Program, and developed affiliations with leading executive search firms in the U.S. and around the world. He was also president and CEO of Management Recruiters International, an executive and management search firm.

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“Michael’s background, from inside and outside of the real estate industry, brings us new perspectives and fresh ideas,” said Stuart. “His experience in developing sales professionals and teams and generating exponential sales growth make him the ideal professional to lead our network expansion objectives.”

### **About HSF Affiliates LLC**

Irvine, CA-based HSF Affiliates LLC operates the Berkshire Hathaway HomeServices, Real Living Real Estate and Prudential Real Estate brokerage franchise networks. The company is part of a joint venture of which HomeServices of America, Inc., the nation’s second-largest, full-service residential brokerage firm, is the majority owner.

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### **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 for “Highest Overall Satisfaction for Repeat Home Sellers Among National Full Service Real Estate Firms” in J.D. Power’s 2017 Home Buyer/Seller Satisfaction Study. Visit [www.berkshirehathawayhs.com](http://www.berkshirehathawayhs.com).

### **About Real Living Real Estate**

Real Living Real Estate is a full-service real estate brokerage franchise company with a comprehensive and integrated suite of resources for franchisees and their sales professionals, as well as for consumers who work with them. In 2016 and 2017, Real Living Real Estate was named "Real Estate Agency Brand of the Year" in the ongoing Harris Poll EquiTrend® study; and was named "Most Loved" and "Most Trusted" real estate brand in the study in consecutive years. Visit [www.realliving.com](http://www.realliving.com).

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