



**BERKSHIRE
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HomeServices

NEWS RELEASE



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Jones and Associates Realty, Inc./Jones Property Group LLC Family Joins Berkshire Hathaway HomeServices

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*Company now operates as Berkshire Hathaway HomeServices Jones Property Group in
Abingdon, VA and Bristol, TN; remains independently owned and operated*

ABINGDON, VA and BRISTOL, TN (Feb. 21, 2019) – Berkshire Hathaway HomeServices, part of the HSF Affiliates LLC family of real estate brokerage franchise networks, today announced that an independent brokerage family based along the Virginia and Tennessee border has joined its network. The company, operating as Jones and Associates Realty, Inc. in Abingdon, VA; and as Jones Property Group in Bristol, TN; will go forward as Berkshire Hathaway HomeServices Jones Property Group.

The full-service brokerage remains independently owned by real estate veteran Carol Jones. It unites with one of America’s fastest-growing real estate brokerage networks, which now counts nearly 50,000 agents and 1,450+ in just over five years as a brand.

Gino Blefari, chairman of Berkshire Hathaway HomeServices, welcomed the brokerage. “Carol Jones and her agents are experienced market leaders whose mission is wonderfully simple: Clients Come First,” he said. “I can think of no greater guide for real estate success than client satisfaction, and the success the team consistently earns is impressive.”

“Our brokerage family is poised for a new stage of growth, so we sought a respected, global brand to help us achieve that important goal,” said Jones. “We researched many brands and chose Berkshire Hathaway HomeServices for its broad appeal in the marketplace and its progressive approaches to technology and marketing. We’re excited for our future as a member of the brand.”

Jones, whose brokerage specializes in the region’s mid-, high-end and luxury markets, said the Berkshire Hathaway HomeServices brand will help her agents win additional business. “The brand is fresh, sophisticated and well suited to our market niches,” she explained. “We believe clients will appreciate the Berkshire Hathaway HomeServices name and understand its marketing advantages.”

The brand will also help agent recruiting efforts, Jones added. “If you’re not changing, you’re not growing,” she said. “Top agents in the region who want to grow their businesses should consider a change to Berkshire Hathaway HomeServices Jones Property Group.”

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As part of their network membership, brokerage 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. In addition, the network provides global listing syndication, relocation referrals, professional education and the exclusive Luxury Collection marketing program for high-end listings.

"We are now part of Berkshire Hathaway HomeServices' active client-referral and relocation networks," Jones said. "As important, our listings will be seen across the U.S. and in key global markets such as Berlin, Germany; London, England; Milan, Italy and others. We anticipate more business locally and we will confidently refer clients to highly capable Berkshire Hathaway HomeServices network agents operating elsewhere."

Jones Property Group will commemorate its brand transition today with a celebration and orientation for agents at The Virginian Golf Club in Bristol. It will host an open house reception next month for clients and the public at its Abingdon and Bristol offices.

About Berkshire Hathaway HomeServices Jones Property Group

Jones Property Group is a full-service brokerage family operating along the Virginia and Tennessee border. The brokerage represents the best and brightest in local real estate, and it strives to lead the field in research, innovation and consumer education. Visit www.bhhsjones.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 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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