



**BERKSHIRE  
HATHAWAY**  
HomeServices

# NEWS RELEASE



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## **Berkshire Hathaway HomeServices Lovejoy Realty Selects New Name Reflecting its Growing Presence in Minnesota and Western Wisconsin**

### **[#GoodToKnow](#)**

*Brokerage now operates as Berkshire Hathaway HomeServices North Properties*

**APPLE VALLEY, MN/ONALASKA, WI (Dec. 10, 2018)** – Berkshire Hathaway HomeServices Lovejoy Realty today announced a name change for its brokerage that better reflects its growing regional presence in Minnesota and Western Wisconsin. The brokerage now operates as Berkshire Hathaway HomeServices North Properties with aspirations to serve all of Minnesota and fortify its presence in Wisconsin.

“Our brokerage has come a long way since its start in 1991,” said Peggy Lovejoy, company founder and president. “With our sights set on growth and the ability to serve more clients throughout our region, it became time to change our local-styled name for one with greater regional flexibility and appeal.”

North Properties, a full-service real estate company, operates 12 offices with more than 130 agents.

Lovejoy said one of her brokerage’s strengths is its continuity. Several of her sales professionals have been with the brokerage since it opened. “Our agents are smart, loyal, hard-working and genuinely concerned about their clients’ best interests,” she explained. “I love our agents and I’m proud they represent North Properties.”

With nearly 40 years in real estate, Lovejoy hasn’t slowed and is eager to drive growth at the brokerage. “What I enjoy most about the business is helping our agents achieve more than they would in my absence,” she said. “We’ve created a culture of learning and professional development at the company. The upshot is our agents are always growing and investing in their careers. It’s why clients may expect premier service from our brokerage.”

Lovejoy said her team is actively recruiting to help the brokerage expand its reach in the marketplace. “We’re looking for more of our region’s top sales professionals,” she said. “Agents who want to take their careers to new heights should look no further than Berkshire Hathaway HomeServices North Properties.”

Gino Blefari, president and CEO of Berkshire Hathaway HomeServices, applauded the name change. “Peggy Lovejoy and her team are well-respected in their markets,” Blefari said. “We look forward to supporting North Properties as it grows and prospers in Minnesota and Western Wisconsin.”

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### **About Berkshire Hathaway HomeServices North Properties**

North Properties, formerly Lovejoy Realty, is a full-service real estate brokerage serving Minnesota and Western Wisconsin. The company was founded in 1991 by real estate veteran Peggy Lovejoy, who guides operations to this day as brokerage president. Visit [www.bhhsnorthproperties.com](http://www.bhhsnorthproperties.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 Study<sup>SM</sup>. Visit [www.berkshirehathawayhs.com](http://www.berkshirehathawayhs.com).

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