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FOR IMMEDIATE RELEASE

Prudential Choice Properties Joins Berkshire Hathaway HomeServices

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Nazareth-based brokerage is the last Prudential Real Estate franchisee to transition to the network

NAZARETH, PA (June 8, 2018) – Berkshire Hathaway HomeServices, part of the HSF Affiliates LLC family of real estate brokerage franchise networks, today announced that Prudential Choice Properties has joined the network operating as Berkshire Hathaway HomeServices Choice Properties.

The brokerage represents the final Prudential Real Estate franchisee to join Berkshire Hathaway HomeServices. Choice Properties, which remains independently owned and operated by Dave Lichtenwalner and Sam Ruta, holds more than a 30% market share in Nazareth and is a primary operator throughout the region.

Berkshire Hathaway HomeServices has grown exponentially since its founding in 2013, counting more than 45,500 agents and 1,350 offices. The network was just named “Real Estate Agency Brand of Year” and “Most Trusted Real Estate Brand” in the 2018 Harris Poll EquiTrend Study.

“We are a firm believer in international brand representation and we gain that with Berkshire Hathaway HomeServices,” said Lichtenwalner. “The brand carries the name of Warren Buffett’s Berkshire Hathaway Inc., one of the world’s most respected corporations. And Berkshire Hathaway HomeServices already has a strong presence in Lehigh Valley with terrific brokerages. The best just got better in our Northampton County marketplace.”

Ruta said his brokerage will grow under the Berkshire Hathaway HomeServices flag. “From our base in east Northampton County we want to extend our reach north to Stroudsburg, south toward Bucks County and west in the direction of Allentown,” he explained. “We believe even more of our region’s top professionals will want to represent the Berkshire Hathaway HomeServices brand and help us serve more clients.”

With their network membership, Choice Properties agents gain access to the network’s Global Network Platform, a powerful real estate tool suite that powers lead generation, marketing support, social media, video production/distribution and more. The brand also provides international listing syndication, relocation referrals, professional education and the exclusive Luxury Collection marketing program for high-end listings.

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“These tools, resources and services will help our agents be their very best for clients,” said Ruta. “Combined with our agents’ local-market expertise and strong service ethic, we will be unstoppable in the market.”

Choice Properties will commemorate its brand transition June 28 with a ribbon-cutting ceremony and celebration held in conjunction with Nazareth Chamber of Commerce. The event, open to the public, will take place from 5-7 p.m. at the brokerage’s headquarters, 145 South Main St.

Gino Blefari, president and CEO of Berkshire Hathaway HomeServices, applauded Choice Properties’ transition to the brand. “Dave Lichtenwalner, Sam Ruta and their team are respected in the marketplace for client service and market knowledge,” he said. “We’re proud to welcome them to our brand family.”

The brokerage’s Cabernet and White yard signs are now appearing in Northampton County.

About Berkshire Hathaway HomeServices Choice Properties

Choice Properties is a full-service real estate brokerage built on a foundation of trust and service. The firm’s local-market expertise, matched with its skill representing a wide range of clients and properties, sets it apart in Northampton County. Visit www.bhhschoiceproperties.com for details.

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 in the 2018 Harris Poll EquiTrend Study, and 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.

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