

FOR IMMEDIATE RELEASE

HSF Affiliates LLC Names Troy Reierson as Director, Business Development

Longtime entrepreneur and sales professional tapped for real estate brokerage franchise business development team

IRVINE, CA (Sept. 7, 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 the appointment of Troy Reierson as franchise sales director, overseeing the organization’s commitment to the strategic expansion of its brokerage networks. He previously served as vice president, sales and business development, at Graphic Language Inc., a company that creates high-end websites for the new construction industry.

Reierson has almost two decades of experience in sales; he has owned and operated various small businesses and held positions in corporations spanning several industries—from online marketing to race-car driving. In 2002, he moved from North Carolina, where he worked for Roush Racing (NASCAR), to California for a position in the mortgage industry.

After helping to start and operate a mortgage company, Reierson took a position with Zillow Group, where he influenced change and rapid growth in their new construction media division. Most recently, he worked with Graphic Language Inc., helping to grow and position the company for an eventual acquisition.

“We are thrilled Troy will help drive our franchise sales and business development efforts,” said Gino Blefari, president and CEO of HSF Affiliates LLC. “He is a strong leader with the proven ability to facilitate sustainable growth. His expertise working with brands both small and large will be a great asset for our team.”

Reierson said his immediate focus will be on business development for the Berkshire Hathaway HomeServices brand. “I’m excited to work with brokerage owners and give them the tools they need to become better businesses and even stronger leaders in their markets,” said Reierson. “My ultimate goal is to make sure these brokerage owners are educated about the tremendous opportunity joining Berkshire Hathaway HomeServices provides, and how this game-changing brand can assist them in making a quantum leap in their businesses.”

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Reierson holds a bachelor's degree in Business Management from the University of Phoenix. He resides in Selah, WA with his family.

About HSF Affiliates LLC

Irvine, CA-based HSF Affiliates LLC operates the Berkshire Hathaway HomeServices, Prudential Real Estate and Real Living 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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