

HomeServices of America, Inc. Announces Acquisition of Prudential Georgia Realty

Represents expansion of HomeServices' footprint in Atlanta market

MINNEAPOLIS (March 19, 2013) – HomeServices of America, Inc., a Berkshire Hathaway affiliate, today announced the acquisition of Prudential Georgia Realty, one of Atlanta's largest and most respected residential real estate brokerage firms.

HomeServices is the second-largest, full-service independent residential real estate brokerage firm and one of the largest brokerage-owned settlement services provider in the U.S. In October 2012, HomeServices became the majority owner in HSF Affiliates LLC, which operates the Prudential Real Estate franchise network and will launch Berkshire Hathaway HomeServices—a new real estate franchise brand.

Headquartered in Atlanta, Ga., Prudential Georgia serves the greater metro area of Atlanta, with nearly 1,000 sales associates and 20 offices and has ranked No. 1 in homes sold, transactions, and total units, listing sales, buyer sales and current inventory since 2009. Under the new structure, Prudential Georgia Realty retains its name and remains a flagship franchisee of Prudential Real Estate's U.S. network. Prudential Georgia Realty will rebrand to the new Berkshire Hathaway HomeServices when it becomes available later in 2013.

This acquisition represents an expansion of HomeServices' footprint in the Atlanta market along with Harry Norman Realtors[®], which HomeServices acquired in 2006. With this transaction, HomeServices has 28 brands and more than 17,000 real estate professionals operating in 21 states. HomeServices' growth strategy focuses on identifying market-leading companies that have established deep and enduring reputations within their communities and long-standing traditions for excellence.

Dan Forsman, CEO, is renowned for his exemplary leadership skills and is recognized throughout the real estate community for his extensive professional contributions. Forsman will continue in his current role running the day-to-day operations along with the executive leadership team and Managing Brokers.

"Prudential Georgia Realty is among the leading real estate companies in the U.S. and closely aligns with our corporate vision and our emphasis on customer value and results," said Ron Peltier, chairman and CEO of HomeServices. "Dan's leadership and uncompromising commitment to his agents, employees and customers has guided Prudential Georgia Realty to its position as one of the largest companies within the Prudential network."

“This transaction makes Prudential Georgia Realty an even stronger organization,” adds Forsman. “By joining forces with HomeServices, we will be unmatched in our ability to serve the real estate needs of new and existing clients throughout Atlanta.”

“Dan is an accomplished leader and I look forward to having him and his team join the HomeServices network of companies,” Peltier said.

Information about Prudential Georgia Realty is available at www.prudentialga.com

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About HomeServices of America

HomeServices of America, Inc., based in Minneapolis, Minn., is the second-largest, full-service residential real estate brokerage firm and one of the largest brokerage-owned settlement services provider in the U.S and is the majority owner in the Prudential Real Estate and Real Living Real Estate franchise networks. Owned by MidAmerican Energy Holdings Company, a consolidated subsidiary of Berkshire Hathaway Inc., HomeServices’ operating companies offer integrated real estate services, including brokerage services, mortgage originations, title and closing services, property and casualty insurance, home warranties and other homeownership services. HomeServices Relocation, LLC is the full-service relocation arm of HomeServices of America, which provides every aspect of domestic and international relocation to corporations around the world. HomeServices operates under the following residential real estate brands: Carol Jones REALTORS®; CBSHOME Real Estate; Champion Realty Inc.; Edina Realty; EWM REALTORS®; Guarantee Real Estate; Harry Norman, REALTORS®; HOME Real Estate; Huff Realty; Iowa Realty; Koenig & Strey Real Living; Long Companies; Prudential California Realty; Prudential Carolinas Realty; Prudential Connecticut Realty; Prudential First Realty; Prudential KC Realty; Prudential Northwest Realty Associates; Prudential Northwest Properties; Prudential Georgia Realty; Prudential Rhode Island Realty; Prudential York Simpson Underwood Realty; Prudential Yost & Little; RealtySouth; Rector-Hayden REALTORS®; Reece & Nichols; Roberts Brothers Inc.; Semonin REALTORS® and Woods Bros. Realty.

Information about HomeServices is available at www.homeservices.com.

About Prudential Georgia Realty

Prudential Georgia Realty (www.prudentialga.com) has nearly 1,000 sales associates, throughout 20 offices, serving the metro area of Atlanta.