

FOR IMMEDIATE RELEASE

Berkshire Hathaway HomeServices Welcomes its First Wave of Affiliate Transitions

New Real Estate Network Opens Doors Starting this Fall

IRVINE, CA (July 16, 2013) – Berkshire Hathaway HomeServices, the new real estate brokerage network operated by HSF Affiliates LLC, today announced its initial wave of transitions from the Prudential Real Estate network. This milestone represents a strong launch for the Berkshire Hathaway HomeServices brand, which will operate in markets across America.

These real estate brokerages will be the first to join Berkshire Hathaway HomeServices starting in the fall: Prudential California Realty, San Diego, CA; Prudential Carolinas Realty (with Prudential York Simpson Underwood Realty and Prudential Yost & Little Realty); Prudential Connecticut Realty, Wallingford, CT; Prudential First Realty, West Des Moines, Iowa; Prudential Florida Realty, Sunrise, FL; Prudential Georgia Realty, Roswell, GA; Prudential KC Realty, Leawood, Kansas City, MO; Prudential Northwest Properties, Portland, OR; and Prudential Northwest Realty Associates, Seattle, WA.

“We are excited about our first wave of transitions, and thrilled to welcome these fine companies to the Berkshire Hathaway HomeServices brand,” said Stephen Phillips, president of Berkshire Hathaway HomeServices. “This is a powerful group representing about 20 percent of the current Prudential Real Estate agent count.”

Many more companies are on the way, added Earl Lee, CEO of HSF Affiliates LLC. “We are completely full in scheduling transitions throughout the remainder of 2013,” Lee said. “We expect to have the bulk of the largest companies transitioned by fall 2014. As important, we anticipate consistent growth going forward as we systematically work with the balance of the Prudential Real Estate network and explore new affiliation opportunities.”

About Berkshire Hathaway HomeServices

Berkshire Hathaway HomeServices, based in Irvine, CA, is a brand-new 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.

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About HSF Affiliates LLC

Irvine, CA-based HSF Affiliates LLC operates Berkshire Hathaway HomeServices, Prudential Real Estate and Real Living Real Estate franchise networks. The company is a joint of which HomeServices of America, Inc., the nation's second-largest, full-service residential brokerage firm, is a majority owner. HomeServices of America is an affiliate of world-renowned Berkshire Hathaway Inc.

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