

FOR IMMEDIATE RELEASE

Prudential Georgia Realty Joins Berkshire Hathaway HomeServices Real Estate Brokerage Network

Atlanta brokerage leader launches new chapter as Berkshire Hathaway HomeServices Georgia Properties

ATLANTA, GA (Dec. 9, 2013) – Berkshire Hathaway HomeServices, the new real estate brokerage network operated by HSF Affiliates LLC, today announced that Prudential Georgia Realty has joined the growing network and now operates as Berkshire Hathaway HomeServices Georgia Properties. The brokerage, an established frontrunner in the Atlanta real estate market, follows affiliate launches in California, Connecticut, Colorado, Florida, Iowa, Missouri, Nebraska, North Carolina, Oregon, Pennsylvania, Tennessee, Texas, West Virginia and Washington.

“We are thrilled to now be part of the Berkshire Hathaway HomeServices network,” said Dan Forsman, president and CEO of Berkshire Hathaway HomeServices Georgia Properties. “Berkshire Hathaway HomeServices brings an unparalleled level of quality and innovation to the real estate market and we are excited for what the future holds.”

Forsman and Earl Lee, CEO of HSF Affiliates, introduced the new brand at an agent event today at the High Museum of Art in Atlanta where they spoke about the implications of the transition on the local real estate market. Guests were also invited to a private tour of the museum in honor of Berkshire Hathaway HomeServices Georgia Properties’ new corporate membership and donation to the museum.

“Dan and his company have built a stellar reputation by delivering the highest value and exceptional service to clients,” said Lee. “We are proud they are now part of Berkshire Hathaway HomeServices, and we look forward to their continue growth and success.”

Added Ron Peltier, chairman and CEO of HomeServices of America, Inc. “Berkshire Hathaway HomeServices Georgia Properties is a highly regarded real estate company both nationally and regionally and we are delighted they have joined the Berkshire Hathaway HomeServices network.”

The brokerage also unveiled a suite of innovative digital resources for its agents and consumers, including a new real estate mobile app with custom local search options and a new digital advertising network, which will revolutionize the Greater Metropolitan Atlanta real estate market.

--more--

2-2-2

As part of the transition, Berkshire Hathaway HomeServices Georgia Properties agents also gain access to a robust real estate technology platform, ongoing business consultation, professional education, marketing support and more.

Berkshire Hathaway HomeServices Georgia Properties' new "Cabernet & White" yard signs will begin appearing throughout Atlanta starting today. The company is part of a long line of Prudential Real Estate affiliates that have and will continue to join the Berkshire Hathaway HomeServices brand through 2014 and beyond.

About Berkshire Hathaway HomeServices Georgia Properties

Berkshire Hathaway HomeServices Georgia Properties has 1,100 associates and 22 offices across the Greater Metro Atlanta area. Led by president and CEO, Dan Forsman, the organization offers a full suite of integrated real estate services including residential real estate, luxury real estate, new homes sales and marketing, commercial real estate, corporate relocation, property management, mortgage lending, title and settlement services, home warranties and insurance. The company celebrates 50 years of serving clients and has been consistently ranked the No. 1 real estate company by the Atlanta Business Chronicle, Trendgraphix, RealValuator and SmartNumbers. RealTrends ranked the company as one of the top 17 in the nation for performance over the past 10 years. Berkshire Hathaway HomeServices Georgia Properties is an independently operated subsidiary of HomeServices of America, Inc., a Berkshire Hathaway affiliate, and a franchisee of BHH Affiliates, LLC. Berkshire Hathaway HomeServices and the Berkshire Hathaway HomeServices symbol are registered service marks of HomeServices of America, Inc.® Equal Housing Opportunity.

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. 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 venture 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.

Prudential, the Prudential logo and the Rock symbol are service marks of Prudential Financial, Inc. and its related entities, and are used under license with no other affiliation with Prudential.

Media Contacts:

Kevin Ostler

949-794-7980

kevinostler@hsfranchise.com

Marisa Mulqueen

212-704-8112

Marisa.mulqueen@edelman.com

###