



# Prudential

## Georgia Realty

December 2, 2013

Dear Valued Prudential Georgia Realty Client:

We have exciting news to share! **On December 10, 2013, Prudential Georgia Realty will become Berkshire Hathaway HomeServices | Georgia Properties.** As you may be aware, Prudential Real Estate was acquired by HomeServices of America, Inc., A Berkshire Hathaway Affiliate, in October 2012. Prudential Georgia Realty was also acquired by HomeServices in March 2013 and announced our intention to convert to the new Berkshire Hathaway HomeServices brand later this year.

Berkshire Hathaway Inc. is a worldwide holding company based in Omaha, NE. Our Chairman and CEO Warren Buffett, often referred to as the "Oracle of Omaha," is among the world's most influential people, according to Time magazine's ranking. Berkshire Hathaway is the No. 1 company in Barron's annual ranking of the world's 100 most respected companies, and the Berkshire Hathaway HomeServices brokerage network is among the few organizations entrusted to use the world-renowned Berkshire Hathaway name. The announcement of this brand signals a defining moment in real estate. Our vision is to bring a new level of quality and innovation to the industry.

For over 50 years our local company has worked hard to deliver exceptional real estate services to our clients in the Greater Metro Atlanta area. Today, we are the No. 1 ranked real estate company with more homes sold than any other brokerage. Our award-winning Advanced Property Marketing System and the local expertise of our associates have proven to be a winning combination for our clients. We are excited to introduce this powerful new brand and have a major advertising campaign planned that will bring significant exposure to our listings through the holiday season and leading into the spring market.

**If you currently have a property that is listed for sale or for lease with our company, you will not have to execute any additional paperwork to transition under our new company name. You may want to speak to your listing agent about extending your listing timeframe to take full advantage of the exposure this new brand will bring to our listings.**

If you have additional questions, please contact your Sales Professional as they are available to assist you with all of your real estate needs, including mortgage, title and settlement services, relocation, property management, and home warranty.

Thank you for the opportunity, honor, and privilege of assisting you to achieve your real estate goals.

Sincerely,

Daniel T. Forsman  
President and CEO



**BERKSHIRE  
HATHAWAY**  
HomeServices  
Georgia Properties

A Sign of Quality  
For Real Estate.

Coming December 10th, 2013  
[BHHSGeorgia.com](http://BHHSGeorgia.com)